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1872 Huey & Philp Hardware Co.

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1876 Fakes & Company

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1808 Sutton, Steele, Inc.

Engineers and Manufacturers Specific Gravity, Electrostatic and Controlaire Separators

1889 J. W. Lindsley & Company

Real Estate and Insurance

1890 William S. Henson, Inc.

Long before the first oil well was drilled in either Texas or Oklahoma, the Katy Railroad was selling the Southwest. This illustration shows a group of editors from a special train at the railhead in the Indian Territory in 1871 looking over a potential southwestern metropolis. At that time all of Dallas County had a population of less than 15,000. Five years later the first "iron horse" rolled into Dallas and industrial pioneers began looking toward Texas. In 1893 John G. Fleming came to Dallas from Oregon to establish the first paper mill in the Southwest. Since that time succeeding generations of Flemings have expanded Fleming & Sons, Inc., into a nationally known institution in the paper trade. The above illustration is one of 46 appearing in a 312-page book, "The Katy Railroad and the Last Frontier," just published by the University of Oklahoma Press.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

1893 Fleming 8 Sons, Inc.

Manufacturers Pape and Paper Products

9 Sparkman-Br

1900 The Murray of Texas, Inc.
Carver Cotton Gin Division

Boston Gear Works Division Industrial Supply Owing 1000 John Deere

JUU Plow Compa

1902 Stiers
Laulary

1904 T. A. Manning

Insurance Manager

1906 Hesse Envelo

Manufacturers of Envelo

1910 Red Bryan's Smokehouse

1911 W. W. Overlo

912 Stewart Office

Stationers—Office Outline

1914 Texas Employ Insurance Ass Workmen's Compensation



HORACE AINSWORTH Editor THOMAS J. McHALE . . Advertising Manager BETTYE ELROD Editorial Assistant

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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce in the Nation's Capital

The Goldfish Bowl

THE presidential election, America's quadrennial extravaganza of political showmanship, is nearing its dramatic climax now, and when the curtain falls the stage will then be set for the inevitable retrospections of politics, the looking backward over the months of the

campaign to reassess the gains and the losses, the strength and the weakness of each strategem and tactics, the wounds which were inflicted and those which were suffered, the exultations of victory and the dejec-



DALE MILLER

tions of defeat — all to be oriented to the recurrent future, projected against the years ahead when the drama will be

repeated time and again.

Each time the story is different, and each time it is always the same, for politics is the profession of government, and while it adheres to immutable forms it is responsive to changes in methods as it keeps pace with the subtle evolutions of a free society. So the retrospections after each campaign are as much a part of American political life as the campaigns themselves; they are the deft and alacritous adjustment to the public mood. So it will be when the 1952 campaign has closed. And regardless of who wins; the events which produced the result will afford an interesting and significant insight into the politics of the future. For in many respects the 1952 campaign has been unique, underscoring the view long held by politicians that the old adage of there being nothing new under the sun does not apply to politics.

When the history of the 1952 campaign is written it seems likely that the incident which will be most remembered, and which will prove most significant to the politics of the future, was the disclosure of the Nixon fund and the dramatic repercussions which it motivated. The revelation that a prominent United States senator, who has his party's nominee for vice president, had access to a substantial fund apart from his salary, contributed by affluent constituents, was an unforeseen development which agitated an otherwise prosaic campaign like no other incident did. And while the disclosure of such a fund was by no means unprecedented in our political history, the spectacle of the accused candidate making an impassioned appeal via the magic of television, before the eyes of myriad millions of his jurors, was assuredly something which had never happened before.

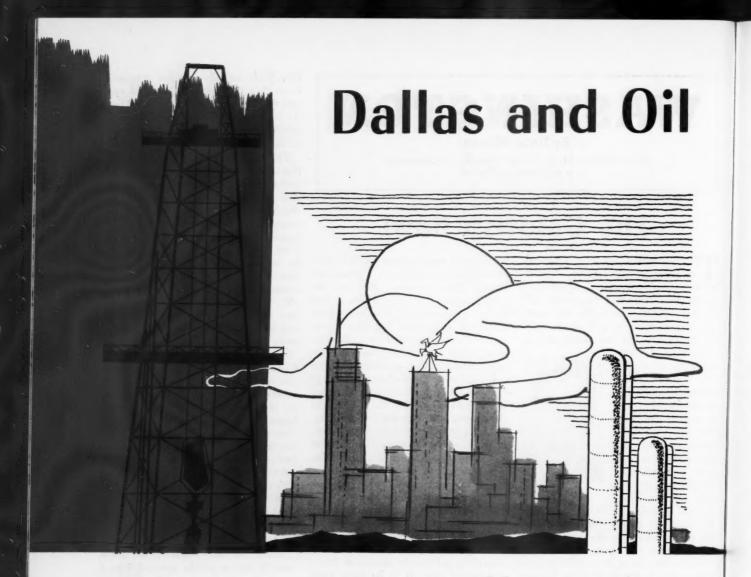
The chain of events which this incident set in motion — the laying bare of financial records and transactions and income tax returns by other candidates for both high and lesser offices — was a succession of new experiences in American politics. It developed like a juggernaut and left in its wake something of a wreckage of established political customs. Now the political leaders of both parties are apprehensive that this development, which had no precedent in the politics of the past, is creating a precedent for the politics of the future.

Actually, the disclosure of the Nixon fund was in the nature of a political faux pas. It was made impulsively by rather naive newcomers to the high echelons of party politics, and from the moment the story broke it was regretted by many seasoned politicians of both parties. No one was disturbed by the ethics of such a charge, but only by the consequences which could not fail to ensue, for it was common knowledge among them that neither party is sufficiently without sin to cast such a stone at the other. In fact, the most amusing aftermath of the incident consisted of statements issued by a number of democratic congressmen, who ordinarily would relish the embarrassment of a candidate on the rival ticket, to the effect that Senator Nixon should not be judged to hastily. Their attitude was less magnanimous than their statements would suggest, for the hope was common to all that the political spotlight might be deflected to other issues before it focused too long on that one.

The truth of the matter is, of course, that many members of Congress, and perhaps most of them, have access from time to time to funds from private individuals or groups, and it is virtually impossible to prescribe any common denominator of ethics as to the sources from which such contributions should be received or the purposes to which they should be put. The difference between a campaign contribution and a gift, for instance, is impossible to define, for the process of running for office is continuous and is only momentarily interrupted by election days. Moreover, it would be difficult to condemn one congressman for accepting a gift while his colleague across the hall is sharing handsomely in legal fees from the law firm back in his district which began to prosper when he got himself elected to Congress. Furthermore, many members of Congress engage in the entirely acceptable practice of receiving substantial honorariums for lectures or articles, yet the ethical question could clearly be raised that they are exploiting their office for private gain, for their views are marketable only because of their prominence as public officials.

Hence, the cause celebre of the Nixon case is like a pebble dropped into a pool; the concentric circles tend to widen and widen until they encompass a vast surface of political life. In the great majority of cases no serious improprieties are involved, yet even the most innocuous example could be isolated and magnified at will out of proportion to its intrinsic importance. It is the knowledge of this fact that is giving political leaders of both parties plenty to think about as they adjust retrospections of the present campaign to their planning for those to come.

The Nixon incident and its consequences may indeed exert a strong influence on the politics of the future, whichever party wins or loses now. We could well be entering an era of the goldfish bowl, with aspirants for high office, divested of their last residuum of privacy, nakedly on view from their principles to their pocketbooks. It is a prospect that is downright discouraging to the politicians, but the forces already set in motion may make it come inexorably to pass.



DeGOLYER unrolled the oil exploration map and beckoned. "Look here," he said.

We looked. It was a map of Cuba. Yet it didn't look at all out of place in the office of one of the world's foremost petroleum geologists.

Then Mr. DeGolyer explained.

"I received this map the other day from Tulsa. Look who prepared it."

The map bore the name of Exploration Surveys, Inc., which has headquarters just a few steps away - right next door, in fact - to DeGolyer's at 5615 Daniels Street in Dallas.

Thus a map of a foreign land prepared by a Dallas oil firm, had somehow found its way back to the people next door for study.

A coincidence. Yet not too strange when one considers Dallas' role in the state, national and world oil pictures. For this area has mushroomed into one of the most important centers of the world's humming petroleum industry.

And it is said to be the only oil capital

in the world to rise without a gush of black gold showering the town.

There's not a producing oil well in Dallas County. One, therefore, wonders how and why Dallas should have anything to do with the oil business.

The answer: Dallas is to the oil industry what a general headquarters is to the military field commander. In Dallas is spawned much of the strategy and planning for the never-ending battle by oilmen to find earth's wealth and put it to work for mankind.

Dallas finances, equips, stores, transports, directs and does research on oil and oil operations for every major segment of the industry.

This area's importance in the oil world received particular attention this month during the observance of Oil Progress Week, October 12-18.

For the name "Dallas" is synonymous

with new developments and the con-

tinued forward strides constantly being made by the oil industry.

In Dallas is found home offices of some of the United States' largest oil and oil equipment companies.

Dallas is "home" for two of the largest petroleum research laboratories and three of the larger oil financing institutions.

The city is a center for technical information on the petroleum industry.

It is also the base of certain of the world's leading consulting geologists men like Mr. DeGolyer, who, as if triumphs in petroleum technology hadn't brought him enough laurels, also publishes the nationally known Saturday Review of Literature.

In Dallas you find the fabulous H. L. Hunt, one of the most renown independent oil producers in the world.

In Dallas you find home and general offices of such firms as Magnolia Petroleum Company, Dresser Industries, I.D.E.C.O. (International Derrick and Equipment Company), Continental Supply Company, Oil Well Supply Company and the Lone Star Gas Company.

Dallas is an oil research center. In addition to existing exploration companies, with their extensive research facilities, two of the industry's major research laboratories are here.

Magnolia Petroleum maintains one of the largest laboratories in the world devoted exclusively to production and exploration research. Atlantic Refining Company added a \$3,000,000 research laboratory to their ever-expanding facilities. Together, these laboratories employ more than 700 scientists.

Texas Research Foundation, a locally created and endowed research organization, does extensive work for oil companies on a retainer basis.

Dallas is an oil financing center.

Shortly after the East Texas Oil Field opened in 1930 Dallas' First National, Republic National and Mercantile National banks established oil divisions to deal specifically with petroleum financing. Banks here have pioneered loans to all segments of the industry. They were quick to see the need for and provide sound oil financing. At one time the three largest banks in Dallas were said to have some \$155,000,000 invested in loans to the oil industry.

Dallas is also an oil publication hub. Here are printed the Journal of Petroleum Technology, Drilling, Petroleum Engineer, and Drilling Contractor—technical journals which provide ready sources of information concerning the industry.

Giving daily and weekly oil reports are "Five Star Oil Report," by the Petroleum News Corporation and "Ira Rinehart's Oil Report" by the Rinehart Oil News Company. Both the Times Herald and the Dallas Morning News produce daily oil pages edited by top-flight oil editors.

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Dallas houses offices of the American Association of the Oil Well Drilling Contractors, the production division of the U. S. Bureau of Mines, the Texas Mid-Continent Oil and Gas Association, the production division of the American Petroleum Institute and the Oil Industry Information Committee.

Let's look at some estimated figures based on Texas Employment Commission reports.

Altogether there are 1,354 firms connected with the oil industry in Dallas.

They include administrative offices for every conceivable phase of the business—from exploration and geological firms whose job it is to find the pools of black

gold (and estimate their potential output) to drilling contractors, the men who actually bore deep into this planet in search of the precious crude. From crude petroleum and natural gas producers to the firms that do the refining. From oil pipeline services to equipment, supply, wholesale and retail distribution. All are here.

In Dallas County these organizations provide work for enough people to populate a small town — 13,550 — at an annual payroll of more than \$50,000,000.

But that's not the whole story.

More than 29,000 men and women in just about every far-flung section of Texas derive their employment from these Dallas-based organizations at a total estimated annual income of \$124-737,500.

In Dallas County are offices of 225 firms engaged in crude oil and natural production. Local employment totals 3,000, statewide three times that number. The state payroll totals \$40,000,000 each year. Among these are the southwestern division of the Sun Oil Company, domestic production and pipeline divisions of the Atlantic Refining Company and the Mid-Continent Office of Seaboard Oil.

There are some 60 drilling contractors who from their offices here direct the 'round-the-clock operations of 250 working rigs over the state. Local employment 300, statewide 1,750. Local annual salaries \$976,400, statewide — \$8,-193,500.

Seven refining organizations are headquartered in Dallas, an equal number of pipeline companies, 20 exploration firms and 25 organizations which handle the multitudinous tasks of oilfield transportation and general service. Of oilfield equipment and supply offices there are 85, and there are 25 organizations that engage in wholesale distribution of refined petroleum products.

And it appears legitimate to cite another aspect of the oil industry well represented in Dallas—the neighborhood filling station that pumps the refined gasoline into your automobile gas tank. That's retail distribution. And there are 900 of these outlets in Dallas hiring 3,650 people at an annual payroll of \$10,439,000.

All this — and oil firms keep moving to Dallas in a never-ending stream. Existing ones expand.

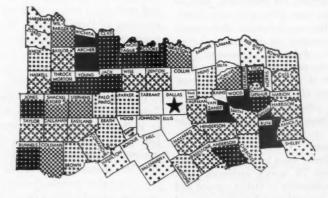
British-American Oil Company recently moved its entire headquarters to Dallas from oil-rich Tulsa, Oklahoma.

Dresser Industries came from Cleveland.

When two rugged oilmen — Lowell Glasco and Burt Hull — recently decided to organize a new company to build a pipeline from Wink, Texas. to California they chose to set up offices in Dallas. Theirs will be an \$87,000,000 corporation.

A \$70,000,000 major transmission

Dallas Serves Two Leading Oil Centers



A CENTRAL location puts Dallas in the key position to act as a service center to two of Texas' leading oil producing areas. line from Oklahoma into North Texas is being built by the Lone Star Gas Company, whose headquarters are in Dallas.

San Juan Oil Company of Dallas recently organized a petroleum consulting firm, Bradley, Crichton and Associates. The new organization has a staff of 12 professionally trained men and offers its services to the oil industry in all phases of consultation and evaluation ranging from advice on exploratory ventures to engineering and financial appraisals of producing oil companies and properties.

Why do they come to a place that has not sucked a barrel of crude oil from the

Those best qualified to answer that question are the ones who moved here. Said H. N. Mallon, president of

Dresser Industries:

"Within a few hundred miles of Dallas are 61 per cent of the U. S. crude oil production, 57 per cent of the footage drill and 64 per cent of the largest drilling contractors."

British-American officials said it came "to be closer to the pulse of the oil industry and the home of a greater number of progressive independent oil companies."

Note the key idea — closeness to the working industry.

Yet not smack in the middle of a bustling oil field. Why?

One of the city's leading oilmen was asked this question.

This man came to Dallas 15 years ago. And the answer he gave got us right back into the idea of a general oil headquarters. Oil companies, he said, need central location for operations because field offices must jump with new discoveries. Dallas was a natural choice, with every important oil center in Texas, Oklahoma, Arkansas, Louisiana, and New Mexico easily accessible. Also, Dallas stands at the nation's airline crossroads. Busy oil executives, if they wish, can catch airliners at close-in Love Field and be almost virtually anywhere in the nation - or world, for that matter within hours.

And oilmen do a lot of flying. There are at least 78 private airplanes alone based permanently in Dallas, owned and operated by various oil companies and their executives.

Another tremendous influence of Dallas' oil growth has been the incredible expansion of the industry in Texas.

Administrative channels of Dallasbased oil firms branch out into a state that has 56 per cent of the nation's crude oil or other liquid hydrocarbons — 18.2 billion barrels. Texas natural gas reserves total 105 trillion cubic feet or 55 per cent of such reserves in the United States. Last year some 2.6 billion barrels of crude oil were added to the reserves in the state. That represented a whopping four-fifths of the national gain. Natural gas reserves jumped 3.2 trillion cubic feet, or 39 per cent of the nation's increase.

The Texas Mid-Continent Oil & Gas Association has estimated Texas crude oil production in 1952 may equal or surpass the mark set in the peak year 1951 when the state produced 1,010,000,000 barrels. Using September allowables in calculating production in the fourth quarter of this year, Texas Mid-Continent estimated 1952 crude production might reach 1,037,000,000 barrels.

Production for the first nine months of 1952 totaled 755 million barrels, compared to 747 million for the same period last year. This despite a strike-induced production cut last May which dropped daily average production to 2,163,000 barrels compared to the previous monthly average of 2,920,000. But by September of this year the daily average was running over 3,000,000 barrels, seven per cent above September, 1951.

These figures give Texans another boasting point. But something should be said for the men who made them possible.

It took strong, tough, courageous—yes, daring—men to develop those fields. Oil and gas that have made Texas one of the top industrial states were found in the face of great odds. An operator has one chance in 44 of finding a field of at least one million barrels of reserves. The odds on discovering a major field—with at least 50 million barrels of reserves—are 967 to one.

(Continued on Page 13)

Four Petroleum Magazines Add to Dallas' Oil Role

DALLAS is the home of four oil publications, the Petroleum Engineer, Drilling, Drilling Contractor and Journal of Petroleum Technology.

The Petroleum Engineer was the first petroleum publication developed expressly for the engineer-operating men. It is unique in that it is published in four different editions, refining and gas processing, oil and gas pipelining, drilling and producing, and a combined edition including all three divisions. With head-quarters in the Irwin-Keasler Building, the Petroleum Engineer is a technical publication of world-wide circulation. K. C. Sclater is editor-in-chief.

This publication was projected in Tulsa just after the stock market crash in 1929. When the development of the East Texas field made Dallas the most important oil center in the Mid-Continent area the magazine was moved to this city. Since that time the Petroleum Engineer has carried a Dallas dateline around the world to Iran and Iraq, Burma and Chile, Brazil, the Dutch East Indies and almost every point on the globe where oil production and refining activities are carried on.

It has also continued to grow and expand steadily through the years and has played an important part in establishing Dallas as one of the main centers of petroleum publications in the nation.

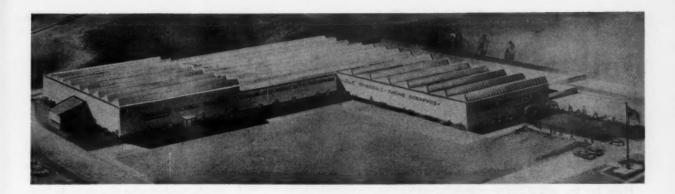
Drilling, edited by Pierce Shannon, is published by Associated Publishers, located at 2115 North St. Paul. The Drilling Contractor, edited by Ed DeWeese, is located in the Reserve Loan Life Building and is the official publication of the American Association of Oil Well Drilling Contractors.

These two magazines not only serve to carry the name of Dallas to operators and drilling contractors throughout the industry but also point up the growing importance of Dallas as a center for the distribution of the equipment and tools for oil production.

The Journal of Petroleum Technology, edited by Jess E. Adkins, is located in the Trinity Universal Building and is the official publication for the petroleum section of the American Institute of Mining and Metallurgical Engineers.

Other reports on the petroleum industry from Dallas are made through daily and weekly oil reports of "Five Star Oil Report," by the Petroleum News Corporation and "Ira Rinehart's Oil Report" by the Rinehart Oil News Company.

The sum total of all these publications means more payrolls for Dallas graphic arts industry and more nation-wide and world-wide publicity for Dallas as one of the nation's leading oil centers.



Oil Companies Rumor 'Oil Center' for Dallas

DALLAS-BASED oil firms have exerted many effects on the city.

Several companies have contributed to the tendency of decentralizing Dallas business operations by setting up show in suburban neighborhoods.

An example is construction of a \$2,000,000 rock bit factory by the Security Engineering Division of Dresser Industries, Inc., in Oak Cliff. This plant has 62,000 feet of floor space and its 20-acre site offers room for expansion as required. The factory began partial operation October 1 with 100 workers and eventually will employ 500, according to Division President Otto Hammer.

Although the Security Engineering plant is connected with the manufacturing rather than administration in the oil business, several company headquarters also have "moved out."

And there is even talk — classified at present as nothing more than speculation — of building a fabulous oil center somewhere in an outlying sector. Rumors say this center would take the form of a cluster of ultra-modern buildings occupied primarily by firms connected with the oil business.

This writer could not ascertain that the rumor was anything more than baseless speculation. Every oil man we asked about it had heard the talk. Yet, to a man, they believed it without foundation at present.

What are the advantages of oil companies "moving out" away from downtown?

Primarily they concern easier transportation, better employee facilities—such as parking and dining—and simply more peace and quiet.

INFLUENCING many spheres of Dallas life, the oil industry is now adding its touch to the architecture of the city. Here are some of the latest moves strengthening Dallas' role as "Southwest Oil Headquarters."

For example, American Liberty Oil Company moved from downtown to Highland Park Shopping Village in 1943. At the close of last year American Liberty moved again — to a remodeled and picturesque old mansion at Turtle Creek and Gillespie.

D. R. Rowland, treasurer and comptroller of the firm, pointed out that American Liberty's present location makes possible a company parking lot for the 100 employees. Also a comfortable dining room. In addition, many employees can drive to work without encountering downtown traffic. American Liberty also has its own landscaped grounds which add to the pleasantness.

"We feel this location offers ideal working conditions both from the practical and enjoyable standpoint," Mr. Rowland said.

He noted that the downtown area is still readily accessible from the company's offices although the firm is not headquartered there.

Then there's the neighboring DeGolyer and Exploration Surveys geological firms. Both are housed in smart, residential-type buildings bordered by peaceful green lawns. At the end of the state's business year, August 31, 1952, the comptroller figured that Texas oil and gas producers had provided probably \$138,000,000 of the state's income for the year. Two big items were crude oil production tax, \$120 million, and natural gas, \$18 million.

During the 1951 fiscal year the state's petroleum industry paid 35 per cent of all state taxes and licenses. Oil and gas production—taxes alone were \$126 million. In addition, the industry paid ad valorem, regulatory, carbon black, oil and gas well servicing and franchise taxes, among others.

The petroleum industry's ad valorem taxes will total about \$8.5 million this year. That accounts for 35 per cent of the state's property tax yield, according to a Texas Mid-Continent estimate.

The University of Texas last year received 41 per cent of its funds from oil and gas taxes.

Thus the oil industry in Texas — with Dallas as one of its most important administrative centers.

Dallas isn't an oil boom town. Its position as an oilman's general headquarters make it much more secure than that. And that security is being constantly strengthened.

New Pipeline Chooses Dallas Operations Base

TWO rugged Dallas oilmen plan to lay a 953-mile pipeline that will span half the continent from West Texas to California.

And Dallas will be headquarters for this ambitious operation.

Plans for the project were revealed recently when Lowell Glasco, president, announced formation of the \$87,000,000 West Coast Pipe Line Company.

Mr. Glasco said the idea is to lay the crude oil pipeline through the varied terrain from Wink in far West Texas, to the Los Angeles area. The enterprise will be directed from offices in Dallas, Mercantile National Bank Building—another feather in the cap of Dallas, "the oil-less oil center."

The project will be important to the nation's defense.

"With the unrest and spreading danger in the Pacific, this pipeline, so far as crude oil carriers are concerned, will be the most important project in the United States from a defense standpoint," Mr. Glasco observed.

Mr. Glasco's chief partner is Burt Hull, also of Dallas. Mr. Hull is the fabulous "Mr. Pipe Line" who stretched both the Big Inch and Little Inch across the United States.

Groundwork for building the Texasto-California line has already been laid. The firm has a permit from the Petroleum Administration for Defense, a 25 per cent tax write-off and National Production Authority allotment of 214,000 tons of hard-to-get steel for the main line.

The first batch of steel is due about December 1.

Mr. Glasco reported that the investment firm of Whitewell & Company and the Union Securities Company, both of New York, have given the go-ahead to the New York law firm of Reed and Priest to apply to the Securities Exchange Commission for sale of \$10,000,000 in common stock and \$77,000,000 in debentures and bonds.

The New York firm of Ebasco Services, Inc., has been engaged to start conduct surveys, he added. The surveys are nearing completion.

Company officials anticipate that actual laying of pipeline will start next Jan-

uary. Several hundred men will be engaged by contractors on the job.

The line will terminate at Norwalk, California, Los Angeles, suburb.

Both Mr. Glasco and Mr. Hull envision widespread benefits from their new line.

They said it would be a \$500,000 daily new outlet for West Texas oil producers and that the state of Texas would acquire large sums in production taxes. University of Texas oil royalties eventually will be boosted 20 per cent because of the new line, the pair forecast.

"This pipeline will open oil markets that will mean at least \$187,000,000 in new income for Texas and New Mexico," Mr. Glasco noted.

For all but 115 of its 953 miles the Glasco-Hull pipeline will be a 24-incher. At the start it will have a through-put capacity of 180,000 barrels a day and when the traffic demands this can be increased to 300,000 barrels. It will be the first nonshipper-owned oil carrier anywhere. That means that no one who ships oil owns any part of it.

These two — Mr. Glasco and Mr. Hull — are typical of the rugged and determine breed of men who built the U. S. oil industry.

Mr. Glasco, a native of Henderson County, describes both of them as "just Texas country boys." Mr. Hull was born in Grimes County.

Mr. Glasco made his first oil strike in East Texas in the early 1930s. In 1941, shortly after World War II exploded, he began plugging for his Texas-to-California pipeline project.

Mr. Hull, known around the world as "Mr. Pipe Line," was an important member of the Petroleum Administration for War in the nation's capital during World War II. He teamed up with Mr. Glasco about a year ago.

While supervising the Big and Little Inch lines Mr. Hull often bossed as many as 15,000 men at a time on those transcontinental projects. Just two years ago he finished what he termed the largest diameter oil line ever built, a 1,068-mile, 30-inch link from the Persian Gulf to Sidon near Beirut on the Mediterranean Sea.

Others in the company include Ray E. Hubbard and Joe A. Humphreys, both of Dallas, and Jene Harper, Chicago, all directors. J. Edward Johnson of Dallas is general counsel.

The new venture took a lot of preparatory work.

Mr. Glasco recently told of discussing future military pipeline needs before the Army and Navy Petroleum Board.

The plane flight to Washington, he said, was the forty-fifth he made this year "trying to put this deal together."

Although not affiliated with the West Coast Pipe Line Company, an auxiliary corporation has been formed by many of West Coast's stockholders and officers. This auxiliary is the Crude Oil Purchasers and Exchange Corporation, and its purpose is to supply West Coast refiners who do not have producing sections in the West Texas-New Mexico area with crude oil. Mr. Hull is president of the auxiliary corporation.

Oil Meetings in Texas

October 13-15: Texas Mid-Continent Oil and Gas Association, thirty-third annual meeting, Hotel Texas, Fort Worth.

October 16-17: Permian Basin Oil Show, Odessa.

October 19: Natural Gasoline Association of America, southern regional meeting, Blackstone Hotel, Tyler.

October 20: Texas Independent Producers and Royalty Owners Association, mid-year directors meeting, Austin.

October 24: Natural Gasoline Association of America, southern regional meeting, Blackstone Hotel, Tyler.

November 6-8: Gulf Coast Association of Geological Societies, annual fall meeting, Robert Driscoll Hotel, Corpus Christi.

November 13-14: Society of Exploration Geophysicists, midwestern meeting, Fort Worth.

November 21: Natural Gasoline Association of America, regional meeting,

Herring Hotel, Amarillo.

November 24: Natural Gasoline Association of America, district meeting,

November 24: Natural Gasoline Association of America, district meeting, Herring Hotel, Amarillo.

December 7: Natural Gasoline Association of America, Panhandle-Plains regional meeting, Herring Hotel, Amarillo.

Dallas and Oil

(Continued from Page 10)

Texas oil and gas operators this year probably will drill some 80 million feet of hole at a cost of about \$900 million in their quest for additional reserves. This approximates the 1951 footage drilled, which set an all-time record. Last year's footage tapped 10,501 oil wells, 882 gas wells — and 6,412 dry holes. Of the 4,314 wildcat ventures, 3,638, or 84 per cent, were dry.

Exploration activities continue to fan out over the state at a cost of many millions of dollars in lease rentals and bonuses paid farmers, ranchers and other landowners. Texas has 60 million acres under lease for oil and gas exploration. That's about one-third of the state's total, vast area.

Petroleum industry plants and facilities in Texas set aside more than \$790 million for expansion programs during the first eight months of 1952. Based on certificates of necessity granted on 321 projects and compiled by Mid-Continent, the industry divisions and amounts to be spent for defense purposes were: pipelines, \$305 million; petro-chemicals, \$263 million; refineries, \$109 million; field processing, \$98 million; storage projects, \$7 million, and carbon black, \$5 million.

All this means much to all Texans - not just the oil men.

Employment within the industry stands at about 210,000 Texans. Workers in the two major divisions of the basic industry — producing and refining — enjoy pay scales topped by no other industrial group in the state.

The industry's payroll averages about \$750 million annually, not including the marketing division. And where does most of it go? Into the channels of practically every Texas retail marketing.

The state of Texas derives a major part of its income through taxes on the petroleum industry.

The Texas oil industry also looks to developing other oil areas.

General American Oil Company of Texas has reported that it will head a group of approximately 12 American companies and individuals looking for oil in Spain in a joint venture arrangement with the Spanish government.

The group, which includes DeGolyer and MacNaughton, geological firm, and Delta Drilling Company, has put up some \$1,000,000 to search for oil in the Ebro River basin in northern Spain. A like amount will be put up by the Spanish government.



Man With the Show-How

Although most of our customers fully understand the functions of Otis Tubing Safety Valves, Bottom-Hole Chokes and Regulators, and the various Otis Locking Assemblies with which Otis subsurface tools are landed, many operators are not acquainted with the design and operation of the equipment. This is understandable, because the critical parts of the average Otis sub-surface control are inside of the cage, mandrel, or nipple. Too, the fact that the tools are downwell equipment prevents actual observation, and further complicates demonstration of the working mechanisms. To overcome this minor adversity, Otis has several kits of quarterand half-section cutaway models of actual tools which makes the design and operation of the equipment virtually self-explanatory. You can disassemble them, reset the valve springs, check the machining, measure the I.D. and O.D. clearances, inspect the packing...in fact do anything but set them in your oil well. If you would like to examine first-hand a set of Otis sub-surface controls - whether you are using Otis equipment or not - contact your nearest Otis office, or write on your firm's letterhead to Otis in Dallas. Our representative will gladly make arrangements to call on you, and afterwards you'll be better informed on better methods of producing your high-pressure wells.



Otis Pressure Control, Inc.

General offices — 6612 Denton Drive; P. O. Box 7206; Tele. Dlxon-3911; TWX DL-220; Dallas

A Fabrication Service in Wood

A new firm, Brown-Odell Woodworking Company, has been established to meet the requirements of Dallas manufacturers and display firms for items in wood.

The firm will specialize on quantity runs rather than individual pieces. Items will range from small component parts where accuracy is required, to finished products.

Assistance will be given Dallas firms in the design of wood display material, television bases, turn-tables, instrument boxes, bed legs, planter boxes, small cabinets and such items. Subcontractors with wood requirements are invited to bring their problems to us.



BROWN-ODELL Woodworking Co.

1736 South Barry Street

Dallas, Texas

A. G. Odell, President

Don R. Brown, Sec'y, Treas.

Plant Phone TR-4349 Downtown RA-7001

40-Story Skyscrape

LOOMING up from the heart of downtown Dallas, a 40-story skyscraper and an 11-story building addition will be constructed by Leo F. Corrigan.

The Dallas skyline will have a major addition with the new ultramodern all-glass skyscraper office building, which is now in the planning stage, according to Mr. Corrigan, Dallas real estate operator and hotel owner. Present plans include 37 floors, above the ground, and three basement floors to be built at the southwest corner of Main and Akard

streets, where the Andrews Building is now located.

Construction date will be determined as soon as the Andrews Building is vacated and demolished. The site adjoins the Hotel Adolphus, owned by Mr. Corrigan. A 99 years' lease has been signed for the ground.

An estimated total sum in the leasehold and the cost of the building is \$20,-000,000. Each project will cost about \$10,000,000.

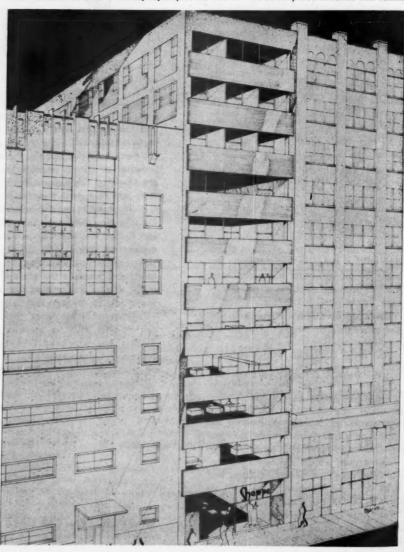
The lease fronts extend 75 feet on

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Bu

ing

ALMOST DOUBLING the office space of the Burt Building, an 11-story addition is now planned at the southeast corner of Patterson and Ervay streets. This month Leo F. Corrigan announced the addition, the purchase of an adjoining lot, which will be the site for a future addition and a later announcement this month was construction of a 40-story skyscraper. The addition will be completed sometime next summer.



coing Up

Main Street and 95 feet along Akard Street to the alleyway now separating the Andrews Building and Hotel Adolphus. The proposed office building will occupy all of the Main Street frontage and take up some of the Andrews Building-Hotel Adolphus alleyway for a total frontage along Akard of 110 feet.

Mr. Corrigan, who is a director of the Dallas Chamber of Commerce, said that plans for the office building, now being drafted by Wyatt C. Hedrick, architect, call for the first four floors of the office building to connect with the Adolphus. The second floor of the new building will be on the same level as the Adolphus main lobby.

Tentative plans include a portion of the connecting floors in the new building to be used as public meeting and dining area for the Hotel Adolphus, although there will be no hotel guest rooms in the new structure.

The planned number of floors may change according to the outcome of a survey now being made on requirements of this area for office space.

Ultramodern in construction and appearance, the sides facing Main and Akard streets will be glass all the way to the top. The other two sides will be solid masonry, with glass corners, from the ground level up to the twenty-first or twenty-second floors, and all glass from there to the top.

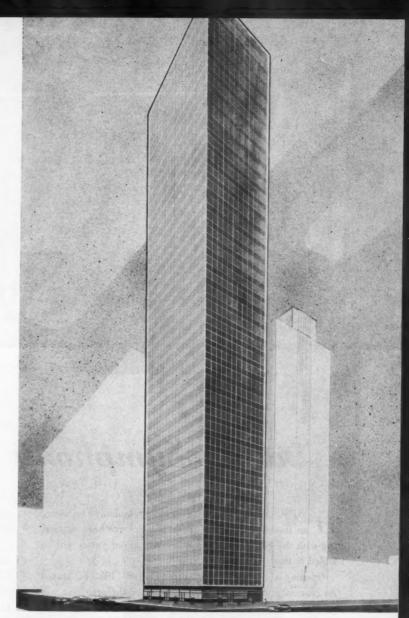
A canopy treatment will be employed on the exterior. All windows, except those on floors of solid masonry, will be framed by rectangular canopies extending outward two and a half to three feet from the window glass.

Complete air conditioning will be provided and automatic elevators will serve all floors of the new building.

Mr. Corrigan said that no name had been selected for the new office building as yet. He estimated that construction would take about a year from the time the Andrews Building is demolished.

The B&B Cafe will operate from some other location during the construction but it will re-occupy approximately the same space in the new building that it now occupies in the old Andrews Building.

Acting in the negotiations of the building were John A. Izard, Jr., and Maurice



ERECTION OF A \$10,000,000 SKYSCRAPER on a site leased for \$10,000,000, will begin at the southwest corner of Main and Akard streets as soon as the Andrews Building on this site is demolished. This architect's preliminary sketch of the Leo F. Corrigan office building includes 37 floors to be built above the ground and three basement floors. Wyatt C. Hedrick is the architect.

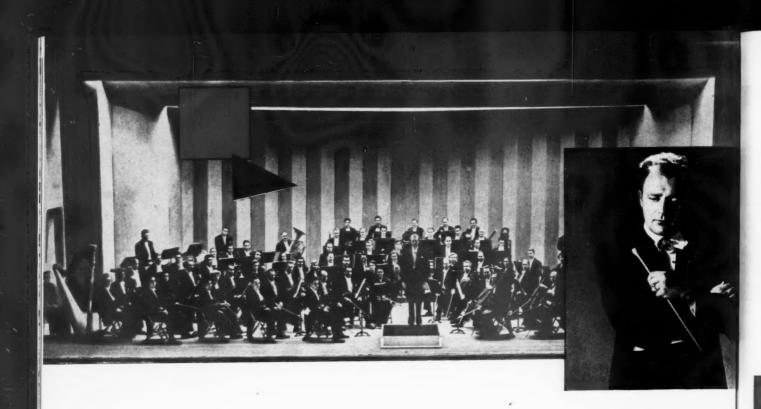
Purnell, representing the property owner, and Paul Carrington, representing Mr. Corrigan.

Already under construction is the 11story addition to the Burt Building on Patterson and North Ervay streets.

This addition will nearly double the office space. The steel and masonry addition, fronting 31 feet on Patterson and extending 107 feet parallel to Ervay, will

add 33,000 square feet of floor space to the existing 40,000-square-foot office building. It will extend to the full 11story height of the Burt Building and will be connected on each floor.

The new building will be of reinforced concrete with brick exterior finish. It will be completely air conditioned. Elevators of the existing building will serve the addition.



Dallas Symphony Ready for 1952

DURING the 53 years of the Dallas Symphony Orchestra, an impressive list of famous artists have been appearing with the symphony. This year 13 featured guests will be added to that list.

Opening the subscription series for the 1952-53 season on November 17 at McFarlin Auditorium the orchestra will present its own program under the direction of Walter Hendl.

Appearing as soloists will be such artists as Joseph Szigeti, Artur Rubinstein, William Kapell, Alexander Brailowsky, Robert Merrill, Roberta Peters, Solomon and Frances Yeend. The famed musical director of the New York Philharmonic, Dimitri Mitropoulos, will appear as guest conductor.

Mr. Szigeti, renowned for his violin virtuosity, will present for the third playing anywhere in the world and the second in America, a new violin concerto by the Swiss composer, Frank Martin. Mr. Kapell, long a favorite with Dallas audiences, will perform the fiery Brahms' "D Minor Concerto" as his part of an all Brahms program. Mr. Rubenstein will be heard in Mozart and Rachmaninov compositions. Solomon will perform Beethoven's "Emperor Concerto" and Mr. Brailowsky will present Chopin's "E Minor Concerto" and Liszt's "Todten-Tanz." Mr. Merrill, Miss Peters and Miss Yeend will give excerpts from operas and oratorios.

Although one of the oldest musical organizations in the country, the Dallas Symphony has always been a leader in presenting the new and the youthful. This season, the 16-year-old violinist, Michael Rabin, will make his Southwest debut

in a performance of the Paganini "Concerto for Violin and Orchestra."

The orchestra also plans two choral and orchestral works: one with the N.T.S.C. Grand Chorus and the other with S.M.U.'s Choral Union. As part of the last concert in the subscription series, Edna Phillips, harpist, will be soloist in the world premiere of Mr. Hendl's new "Harp Concerto."

Added to the regular subscription series will be a number of special concerts including the Texas debut with a symphony orchestra of Benny Goodman, considered the world's greatest clarinetist. Ethel Smith, Hammond organist, and Whittemore and Love, duo-piano team, will also give special concerts.

The National Broadcasting Company will carry the symphony in a coast-to-coast broadcast during Cotton Bowl Week.

Other activities of the symphony include 10 concerts for Dallas and Fort Worth school children, a regular subscription series for Fort Worth and a tour of Texas, Louisiana and Arkansas.

Tickets for the series of 16 subscription concerts range from \$9 to \$45. Seats are still available in all locations. For information and reservations, the symphony offices are at 2310 South Lamar, telephone IMperial 1579.

Symphony officers include Lawrence S. Pollock, president, Roland S. Bond, executive vice president, and John O'Boyle, secretary.



Schedule of Concerts

DALLAS SYMPHONY ORCHESTRA

1952-53 Season

Sunday, 3:15 p.m.

Monday, 8:15 p.m.

November 17, Monday — Orchestral
November 23, Sunday — Joseph Szigeti, violinist
December 1, Monday — William Kapell, pianist
December 7, Sunday — Van Cliburn, pianist, Dealey
award winner
December 15, Monday — Dimitri Mitropoulos, guest

December 21, Sunday—Orchestral

December 29, Monday - Leonard Posner, violinist

December 29. Monday — Leonard Posner, violinist (concertmaster)

January 4, Stinday — Frances Yeend, soprano

January 19, Monday — Artur Rubinstein, pianist

January 25, liunday — Roberta Peters, soprano

February 1, Sunday — Solomon, pianist

February 8, Sunday — Orchestral

February 16, Monday — Michael Rabin, violinist

February 22, Sunday — Robert Merrill, baritone

March 2, Monday — Alexander Brailowsky, pianist

March 22, Sunday — Edna Phillips, harpist; also choral

work with soloist and chorus













STEEL WAREHOUSING OPERATIONS were demonstrated to members of the Dallas press last month. Charlie Cates of the Times Herald business news staff, Ed J. Pflanz of Briggs-Weaver and Ed Johnson of Vinson Supply watch a workman hoist a new shipment into place.

Steel Warehouse Industry Invites Press 'Inside'

To increase the public's understand-ing of its industry, the American whole to the community they serve. Steel Warehouse Association last month conducted newspaper and magazine editors on a tour of some typical Dallas plants.

Competitors joined forces to demon-

When the editors arrived at the first plant, the Vinson Supply Company, they were greeted informally and served hot coffee. E. V. Brown, Jr., vice president of the Texas chapter of the American INFORMALITY was stressed throughout the tour.

Left to right, Don MacIver, business news editor of the Dallas Morning News, S. Cooper Parks of Weaver Iron Works and William C. Saffarrans, manager of the North Texas division of the Texas Manufacturers Association, are served coffee by John E. Doxsey.

Steel Warehouse Association and district manager of the Earle M. Jorgensen Company, explained the purpose of the tour.

John E. Doxsey of Cleveland, Ohio, told the editors, "Presently the ware-houses are just beginning to recover from the effects of the steel strike."

Then G. B. Lane, general manager of Vinson Supply, conducted the editors through his company. From there, the group went to the Metal Goods Corporation with Sam D. Hodgdon, vice president, in charge.

Other Dallas firms participating in the tour included Briggs-Weaver Machinery Company, Moncrief-Lenoir Manufacturing Company and Weaver Iron Works.

TOUR of the Vinson Supply Company was conducted by G. B. Lane, left. Mrs. Opal Hill Munz, editor of Texas Industry, watches Roby Robinson,





UNLOADING steel shipments by the boxcar load was pointed

out by Sam D. Hodgdon of the Metal Goods Corporation. Looking

on are M. E. Robertson of Briggs-Weaver, J. Richard Brown, editor

of the Southwestern Purchaser, and E. V. Brown, Jr.



A LUNCHEON at the Dailas Country Club ended the tour of the steel warehouse industries made by the press.



DALLAS . OCTOBER, 1952

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Oil Well in Your Own Back Yard

A swell idea! Imagine having a flowing oil well on your property that would bring you an additional income. It makes a nice day dream, but more realistic are the benefits you actually receive from all of the producing wells in your state.

In addition to the payments landowners receive for leases, they customarily get one-eighth of all the crude that oil companies find and produce. Usually the land is already producing as a farm or ranch, and this oil money is extra income . . . over and beyond the expected return from the property. It is such income that adds to the wealth of the community and helps all of its people grow more prosperous. This is the money that helps build gins and mills and factories, that provides jobs and futures, that produces customers for your business.

The Magnolia Petroleum Company is but one of hundreds of competing oil companies in the Southwest; yet, it alone paid over \$30,000,000 last year in royalties, bonuses, rentals and for lease purchases. Landowners put this money to work in your state and your community, and some of it... more than you might think...reaches you...fight in your own back yard!



Bigger crops and better farming are a byproduct of oil. In the Magnolia-Southwest oil royalties are a source of money that is frequently used for capital investment on farms and ranches.



MAGNOLIA PETROLEUM COMPANY

One of the Flying Red Horse Companies

There is a "royalty" for all property owners in oil producing states. Oil companies' taxes pay an astounding share of the cost of operating your state and Federal government. Magnolia alone had a tax bill last year of over \$54,000,000. Without oil, state taxes in the Magnolia-Southwest could be as much as a third more.

Oil well in your own back yard? Not a flowing producer, perhaps, but at least a substantial "show." When their tremendous payrolls are added to the oil companies' royalty payments, taxes and supply purchases, the amount of oil money flowing through the Magnolia-Southwest annually reaches well into the billions of dollars.





THREE BAR ASSOCIATION PRESIDENTS, all from Dallas, confer at the banquet honoring Robert G. Storey, center, new president of the American Bar. With Mr. Storey are J. Glenn Turner, left, of the Texas Bar and President E. Taylor Armstrong of the Dallas Bar.



TOASTMASTER E. Taylor Armstrong introduces a speaker to the 550 guests in the Crystal Ballroom of the Baker Hotel.

Dallas Honors Bob Storey

B USTLING Dallas took time out this month to honor one of its outstanding citizens - Robert Gerald Storey, the new president of the American Bar Asso-

The name of Bob Storey was well known to all of the 550 guests present at the testimonial banquet honoring him. But before they left the Crystal Ballroom of the Baker Hotel, they had gained new insight into the many facets of his long career.

Six outstanding speakers sketched Mr. Storey's history, and then the honor guest

A PLAQUE is presented the new president of

the American Bar Association by Woodall Rodgers,

celivered a pointed address on international affairs.

Business men and their guests learned that Mr. Storey is a leader in many fields; not only in law, but in civic work, education, the church and the military.

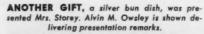
Humorous anecdotes and serious ones; tales of Mr. Storey as a young lawyer, and as a soldier and educator - all contributed to the testimonial affair.

The banquet was the culmination of months of work by leaders of the Dallas Bar Association, who wished to honor Mr. Storey for becoming the head of America's lawyers. The "Standing Room Only" sign was posted at the commodious Crystall Ballroom, and national and local news agencies carried accounts of the proceedings.

Toastmaster E. Taylor Armstrong, president of the Dallas Bar Association, told the guests they would hear a full outline of the career of the man they gathered to honor. And they did.

Chief Justice John E. Hickman of the Texas Supreme Court told of "Robert Gerald Storey, the Man." He was followed by Paul McCarroll who told of Mr. Storey's work as a Kiwanian.

J. Glenn Turner, president of the





THANKS for the outstanding banquet and beautiful gifts are being extended by Mr. Storey and his attractive wife.







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ADMIRING the handsome program at the Storey banquet are James R. Wood, left, a vice president of the Dallas Chamber of Commerce, and John E. Mitchell, Jr., a Chamber director.



INTRODUCTORY SPEAKERS shown waiting to tell Mr. Storey's history are Dr. Humphrey Lee, left, president of Southern Methodist University, and Chief Justice John E. Hickman of the Texas Supreme Court.

Texas Bar Association, spoke of "Robert Gerald Storey, the Lawyer." James L. Shepherd, Jr., of Houston, representing the American Bar Association, told of Mr. Storey as "The Lawyer," and Ben H. Wooten, president of the Dallas Chamber of Commerce, spoke of "Robert Gerald Storey, the Citizen."

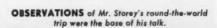
President Umphrey Lee of Southern Methodist University outlined Mr. Storey's career as an educator, serving since 1947 as dean of the S.M.U. School of Law and president of the Southwestern Legal Foundation.

"Dean Storey is the most versatile human being I know," Dr. Lee said. And the six full accounts of the genial attorney's activities gave added emphasis to Dr. Lee's words.

Mr. Storey was introduced by Dr. Lee and received a standing ovation. He delivered a thought-provoking speech based on his observations during a round-the-world trip completed shortly before he assumed the A.B.A. presidency at San Francisco in September.

The guest of honor emphasized that he was not speaking as president of the American Bar Association but simply as an "American citizen." As a citizen, he advocated closing the Panmunjom peace tent "immediately and taking the necessary measures to bring about a military victory in Korea." This remark and others drew heavy applause from the intent audience.

The banquet was an outstanding success. It was sponsored by the Dallas Bar Association in co-operation with the Dallas Chamber of Commerce, Dallas Citizens Council, the Kiwanis Club of Dallas, Lions Club of Dallas, Rotary Club of Dallas, Exchange Club of Dallas and the Salesmanship Club of Dallas.





CHAMBER PRESIDENT Ben H. Wooten, above, relates a humorous anecdate as he tells of "Robert Gerald Storey, the Citizen."

INTRODUCTION of the honored lawyer brought a standing ovation by the audience.



DALLAS . OCTOBER, 1952



WARM thanks of appreciation were waved to the audience as the banquet ended.





The Prudential Insurance Company of America

SOUTHWESTERN HOME OFFICE, HOUSTON, TEXAS
GENERAL ACCOUNT

OCTOBER 15, 1952

32-62 1110

PAY ONE HUNDRED TEN MILLION & 00/100 DOLLARS ** \$110,000,000.00
TO ORDER OF LONE STAR GAS COMPANY **

REPUBLIC NATIONAL BANK OF DALLAS D. C. M. Ben.

DALLAS, TEXAS

Lone Star Gas Refinanced At Million Dollar Figure

THE Lone Star Gas Company this month completed a \$110,000,000 loan from the Prudential Insurance Company of America—in the biggest financial transaction of its sort ever closed in the Southwest.

The loan was closed in the board of directors' room of the Republic National Bank. Proceeds of the loan will be used to retire outstanding loans, help finance a continuing expansion program and augment working capital until additional revenue is realized.

A breakdown of the loan shows it will be used for the following:

\$85,000,000 will go toward retirement of all present outstanding funded debt.

\$25,000,000, combined with revenue derived from operations, will be used for reinforcements and additions to the physical properties throughout Lone Star's operating territory in Texas and Oklahoma.

Term of the loans is 25 years. The new loans bear an annual interest rate of three and one-half per cent.

D. A. Hulcy, president of Lone Star, negotiated the loan, dealing principally with Charles Fleetwood of Houston, vice president in charge of Prudential's southwestern home office.

The new capital will be used to bring working capital up to required levels in addition to increasing revenues. Lone Star has more than 600,000 customers in 387 cities and towns of Texas and Oklahoma. Rate increases are being "earnest-

ly sought" throughout the cities of Lone Star's operations.

"The rate increases are greatly needed," Mr. Hulcy pointed out. They have been approved in many cities recently and are currently in effect.

"The loans reflect great growth and development by Lone Star and, while adequate rates as now being requested are needed, it is good evidence that strong financial institutions believe in the future of our company and have faith in the vast territory we serve in Texas and Oklahoma," Mr. Hulcy said.

Mr. Hulcy said the expansion will include construction of gathering and transmission lines, compressor stations, exploration and drilling of wells, adding of new gas reserves, development of underground gas storage facilities, extensions and additions to local gas distribution systems, "all of which will enable the company to meet demands for its services."

This is the largest loan ever made by Prudential to a public utility in all its 76-year history, Mr. Fleetwood said.

THE BIGGEST LOAN of its kind in the Southwest gave the Lone Star Gas Company a complete refinancing. Marshall Newcomb, left, general counsel for Lone Star, Fred F. Florence, center, and Charles Fleetwood of Houston are the principals shown below.



Dresser Industries... the Oil Industry... and YOU!

HE story of Dresser Industries is a never-ending history of service to the Oil Industry. The ten companies forming Dresser Industries make oil well drilling, refining and producing equipment to quickly and efficiently place oil at your command. Drilling rigs, compressors, turbines, pumps, pipe couplings, hundreds of items that utilize the technical genius of this country to fashion a better living for you.

Each individual Dresser company draws upon the pooled research and engineering developments of all Dresser Industries. This gives the oil industry and you the famous Dresser "Service Plus" with unlimited benefits for both.

During Oil Progress Week it is particularly a pleasure to salute the great Petroleum Industry for its countless contributions to the American way of good living. Dresser Industries is happy to make the machinery that helps make OIL PROGRESS, which means better living for you.

Operating Companies:

BOYAIRD & SEYFANG MANUFACTURING COMPANY, Bradford. Pennsylvania

CLARK BROS. CO. DIVISION, Olean, New York

DRESSER MANUFACTURING DIVISION, Bradford, Pennsylvania

DRESSER MANUFACTURING COMPANY, LIMITED, Toronto, Ontario, Canada

IDECO DIVISION, DRESSER EQUIPMENT COMPANY, Dallas and Beaumont, Texas; Torrance, California

IDECO DIVISION, DRESSER-STACEY COMPANY,

KOBE, INC., DIVISION, DRESSER EQUIPMENT COMPANY, Huntington Park, California

MAGNET COVE BARIUM CORP., Houston, Texas; Malvern, Arkansas; Greybull, Wyoming

PACIFIC PUMPS, INC., Huntington Park, California

ROOTS-CONNERSVILLE BLOWER DIVISION, Connersville, Indiana

SECURITY ENGINEERING DIVISION, Whittier, California

STACEY BROTHERS DIVISION, DRESSER-STACEY COMPANY, Cincinnati, Ohio



ATLANTIC BUILDING . DALLAS, TEXAS



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J. W. LINDSLEY & CO.

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Our 62 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property

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Formal Opening of Renard Showrooms

Renard company officials, Paul E. Winter, left, and Benjamin Loeb, right, were joined by Dallas Mayor J. B. Adoue, Jr., in celebrating the opening of the new Dallas branch warehouse of the Renard Linoleum and Rug Company. Last month, invitations were sent to dealers throughout the southwestern area to attend the preview of the new showrooms and warehouse at 2335 Burbank Street. Mr. Loeb, president, and Mr. Winter, a director, were among the company officials who came from the Renard headquarters in St. Louis, Missouri, for the opening. An orchestra played at the opening while barbecue was served to approximately 700 guests. Joe A. Gaines is the Dallas branch manager.

Jay Payne Men's Wear Opens Second Outlet

The second Jay Payne Men's Wear Store has opened at Cole and Knox streets. The new retail outlet is owned by Jay Payne and managed by his brother, Sy Payne.

The first Jay Payne store was opened 15 months ago at 1913 Skillman Street, and the firm has featured nationally known brands of men's furnishings, hats and sportswear during this period.

Before opening his Skillman shop, Jay Payne owned and operated the Adolphus Man's Shop for 22 years.

1 1 1

Charm Academy Opens. Academy of Charm, a new school of dancing and modeling for teen-agers, has opened at 6009 Berkshire Lane. Miss Patricia Goff and Miss Dee Duncan, owners, will offer modeling, ballet and dancing.

Cleaning Service Opens. Grover Herring & Son Machinery Company, distributors of machinery and equipment for dry cleaning plants and laundries, has started operations in a new two-story building at 3321 Grand Avenue.

Plumbing and Heating Firm Moves to New Quarters

W. H. Kuhn & Sons Plumbing and Heating Company has moved into a new location at 1805 North Haskell Avenue.

The new quarters provide 65 feet of glassed showroom display space facing Haskell and another 50 feet facing Roseland Street. The store is air conditioned.

Mr. Kuhn, owner of the company, has been in the plumbing business since 1914 and has been serving Dallas since 1925. He is second vice president of the Texas chapter and secretary-treasurer of the Dallas chapter of the Associated Plumbing and Heating Contractors of Texas and a past president of both groups. He also is president of the Dallas Exchange Club.

Insurance Firm Enlarges. The Dallas agency of the Republic National Life Insurance Company has enlarged and remodeled its quarters in the Burt Building.

Linen Shop Started. The Jockrov Linen Shop, owned by Mrs. Mary Sparger Roy and Jock Bigger, has been opened at 88 Highland Park Village. th

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Tool Company Opens New Warehouse

Touring the new warehouse and southwestern offices of the Standard Tool Company of Cleveland, Ohio, was Thomas W. Finney, left, manager of the Industrial Department of the Dallas Chamber of Commerce, with Charles R. Duffy, Jr., left, Dallas branch manager, and Paul E. Lees, company president, last month. The branch office was officially opened at 1621 Dragon Street with a luncheon and open house. Company officials present included Mr. Lees, P. T. Rackliffe, executive vice president, and Elton Hoyt, III, vice president and sales manager, from the Cleveland home offices. Standard Tool Company has manufactured cutting tools since 1881. F. J. Woerner and Company was the architect and McFadder and Miller Construction Company was the general contractor. The new building contains a warehouse and air conditioned offices.

Preston Branch Office Has First Anniversary

This month the Dallas Federal Savings and Loan Association marked the first anniversary of the Preston Road branch at 8309 Preston Road. E. E. Shelton is president of the association and Jack McClelen is branch manager.

Assets have reached \$3,000,000 since the Preston Road branch opened a year ago. There are approximately 3,000 people now doing business with the branch.

The Preston Road branch offers a meeting place for women's clubs, church organizations and business organizations in the Dallas Federal Room.

Building Report. The Dallas office of the U. S. Department of Commerce has received copies of a 233-page book entitled "A Study of Conservation in Building Materials," now on sale in the Santa Fe Building. The report, prepared by the Building Research Advisory Board of the National Academy of Science for the Defense Production Administration, has 200 recommendations aimed at building construction conservation.

Four Dallas Publications Win Awards of Merit

Four Dallas business publications received awards of merit at the annual meeting this month of the Society of Associated Industrial Editors in Carlsbad, New Mexico.

Braniff International Airways' publication, the *Braniff B-Liner*, received two citations: one for all-around excellence and one for management interpretation. Mrs. Martha Zahrt is editor.

Other general awards winners for publications in a newspaper format were Texas Utility News, publication of Texas Power and Light Company edited by Louise Summar, and Chance Vought News, edited by John Innes.

First National Bank in Dallas' First Family publication, edited by Bob Jones, got an award in the pocket-size, single color category.

Auto Firm Formed. Grand Central Auto Auction Company, for dealers only, has been organized by Morris Robinson. The firm's auctions will be held in the back part of Alexander Motor Mart, Commerce and Industrial.









GENERAL AMERICAN OIL COMPANY OF TEXAS

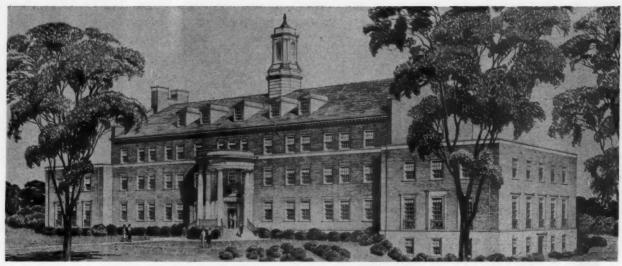
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M. E. WILSON, President

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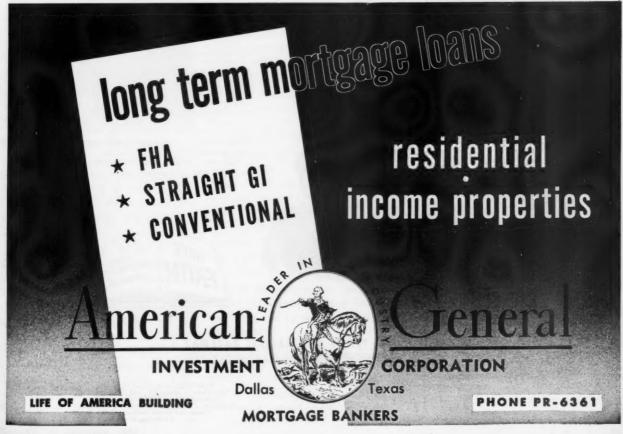




Proposed S.M.U. Business Administration School Building

Working plans for the new \$1,500,000 School of Business Administration Building at Southern Methodist University are scheduled to be completed about the first of next year. The rectangular, four-story building will be designed in the Georgian theme predominant in other S.M.U. structures. It will contain 54,000 square feet and will be completely air conditioned. Plans call for two other buildings — one for religious activities and the other for additional business school facilities — to make a quadrangle facing Bishop Avenue. The building will be called the Joseph W. Fincher Memorial Building, in memory of the late Houston businessman and S.M.U. sup-

porter. Mrs. Fincher left funds for the building in her will. Architects for the new building are Mark Lemmon and Frank D. Kean. The university also announced that funds for the long-planned Student Union Building have reached the \$650,000 mark. The remainder of the proposed \$1,500,000 needed for the structure must be raised before S.M.U. can authorize construction. Before architects go ahead with Student Union Building plans, it must be decided whether to locate all food services and the Alumni Association in the structure. Plans call for erection of the Student Union south of McFarlin Auditorium.





one minute for God for Nation

 $T_{
m HIS}$ is our minute in time.

It may not come again.

This is our minute to think, not to dream. To speak, not to listen. To lead, not to follow.

Each of us — you, your family, your friends and neighbors, can... must do something to fill this minute with greatness.

Soon our country will select its leadership for the next few years. It is important that we select wisely. It is important that each of us register a choice by voting. But voting alone is not enough.

Let's do something more. Because only by "something more" can our leadership be made truly wise and this minute made great.

Our duty and our privilege are simple.

We need Faith -

To bring God to the Halls of Government; to restore Him to the Councils of Business; to return Him to the Front Room of Life. Let's do as wise men of old have always done. Let's spend our minute with God.

And as we reach for the ballot or the voting machine lever . . . let's reach into our hearts and find a prayer. Then, truly, this minute . . . our minute . . . will be great, that peace and happiness may visit our children.





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Magnolia Petroleum Announces Promotions

Five men were moved into key positions this month by the Magnolia Petroleum Company. Donald C. Bennett, left, who began with Magnolia as a marketing representative in 1931, has been named manager of marketing for the entire Magnolia organization. For the past year he has been manager of the Dallas marketing district. Others receiving promotions were H. D. Granbery, center, E. P. Williams, Jr., right, R. F. Neal and W. B. Rew. Mr. Granbery is now assistant manager of the marketing operations and Mr. Williams, Jr., is an assistant manager of marketing sales. Mr. Neal is the newly named assistant to the vice president in charge of marketing and Mr. Rew is a special advisor to the marketing vice president in addition to his duties as manager of the company's aviation department.



Named Insurance Director

Leslie H. True, president and manager of Magnolia Pipe Line Company, has been elected a director of Southland Life Insurance Company. Mr. True has spent his entire career with Magnolia Pipe Line.

C.L.U. Class Meets. Forty-six members representing 18 life insurance companies are enrolled in a Chartered Life Underwriter class in Part C, consisting of business law, wills and trusts and tax and business insurance. The C.L.U. class is sponsored by the Dallas Chapter of the Chartered Life Underwriters under the direction of J. Carlton Smith, C.L.U., with the Southwestern Life Insurance Company.

Health Bag Firm Starts National Distribution

Makers of one of the most original products to come out of Dallas recently is the Health Guard Bag Company.

The company starts national distribution this month of their product, the Health Guard Garbage Bag which looks like ordinary paper yet kills roaches and other insects on contact.

Seth Wissman, owner, said homemakers in several Texas cities have written in to say they are using the bags as paper liners in drawers and shelves as well as for disposal of trash.

Experimental sales campaigns were made in three Texas cities — Dallas, Houston and San Antonio — and within a couple months 125,000 packages were sold.

The United States Department of Agriculture has approved the product, which the company says is not injurious to children or pets.

Small packages are on sale in many Dallas chain grocery stores. Larger lots are being sold by several Dallas department stores.

The company operates at 2814 Canton Street, where manufacturing and sales go on under the same roof.

Time Magazine ran an item on the new product in the October 6 issue.

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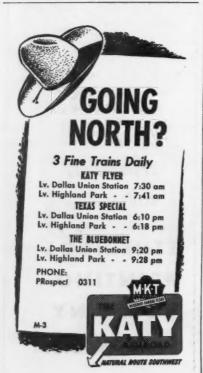
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Football Followers Come to Dallas

A group of 125 football fans, the St. Petersburg Quarterback Club, arrived from Florida to see three football games during one week end in Dallas. Greeting the visitors as they arrived by special train was the mayor of the city, J. B. Adoue, Jr., right. Shirley Gracy, left, is president of the club, which chooses one football game each year and charters a train to the event. Bruce Watters, center, was chairman of the trip to the Cotton Bowl. Among the social activities planned for them while in Dallas was a Neiman-Marcus style show.

Three New Structures Planned for West Dallas

Big Three Welding Equipment Company of Fort Worth has started construction of a new office, manufacturing and warehouse structure on a tract of 7.64 acres fronting 400 feet on Singleton Boulevard. The building will have 9,600 square feet of space and will be constructed of concrete and steel with a Roman brick front.

Trinity Oxygen Manufacturing Company, a subsidiary of Big Three, will build two buildings—one containing 11,200 square feet of space and another with 4,000 square feet for warehousing.

Cyrus K. Rickel is president of Big Three. He will lease the tract from D. L. Neeley of Fort Worth. Howell H. Watson and Jack D. Watson handled the real estate matters in the project.

New Insurance Agency. The Wilhite Agency was opened this month at 311 Great National Life Building by E. W. Wilhite and George E. Wilhite, as a father and son partnership. Ruth H. Gardner is secretary.

Securities Group Opens New Southwest Office

The National Association of Securities Dealers, Inc., has opened a branch office in the Reserve Loan Life Building under the direction of Paul J. Fagan.

Mr. Fagan formerly was with the New York and Washington offices of the group. His appointment marks the first time a N.A.S.D. secretary has operated in the Southwest.

Earl G. Fridley of Houston, chairman of the Texas district committee of the organization, said rapid growth in the volume of new corporation securities underwritten by Texas dealers and the increase in the number of N.A.S.D. firms in the area was the basis of move.

Other Dallas members of the district committee are James F. Jacques of First Southwest Company, Dallas, and Hugh D. Dunlap of Binford, Dunlap & Reed, Dallas.

Joins Ad Group. Ira E. DeJernett Advertising Agency in the Employers Insurance Building has been elected a member of the American Association of Advertising Agencies.



Neilson's Company Operates in New Quarters

Neilson Rubber & Supply Company is now occupying new quarters at 114 Express Street in the Trinity Industrial District. The new company will serve as a southwestern warehouse distributing point for the Boston Woven Hose & Rubber Company of Cambridge, Massachusetts, manufacturers of mechanical rubber goods. A complete stock of all types of hose fittings and accessories will be carried including fire hose coupling and testing equipment. Bob Neilson, for more than 13 years an employee of the Boston Woven Hose & Rubber Company, is president of the Neilson Rubbér & Supply Company. Wiley T. Swearengen, formerly purchasing agent and office manager in the oil field equipment business in Tulsa, is secretary-treasurer. John Weinrich and Bill Glass, who both recently joined Boston Woven Hose & Rubber Company, will maintain offices and work with the Neilson company.

Tram Firm To Offer Free Monday Night Rides

Dallas Railway & Terminal Company has won City Council approval to offer free streetcar and bus rides for shoppers going downtown on Monday nights.

The tram company, in co-operation with the Dallas Retail Merchants Association, will run the free service on four consecutive Monday nights beginning November 17.

The service will be restricted to inbound shoppers from 6 p.m. to 7 p.m. Shoppers will have to pay for their rides home, but several stores are expected to offer free tokens with a stipulated amount of purchases.

If the plan proves successful, City Public Utilities Supervisor J. W. Monk hinted that free rides also will be offered on Thursday nights and the trial period will be extended indefinitely.

Free service is proving helpful to merchants in other cities, Mr. Monk explained. Officials also hope regular transit business will be stimulated by the plan. Jewelry Office Opened. Marcus Baerwald, jewel specialist and author of a history of his industry entitled "Gems and Jewelry Today," has opened a jewelry brokerage service in Room 706 of the Dallas National Bank Building. Mr. Baerwald is a former president of the Texas Retail Jewelers Association.

TV Executive Appointed. William Dubensky, a television specialist with wide experience in New York and occupied Germany, has been named executive director of the new TV department of Theater '52, managed by Margo Jones of Dallas.

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New Employment Service. Martin Employment Service, owned by Miss Dorothy Martin and Hubert Achor, has opened for business at 7713 Inwood Road near Lovers Lane. The firm will specialize in the Inwood area, but will also cover all of Dallas.



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Texans have a natural interest in the oil industry, which is so important in our State, and in the progress made since Oil Progress Week was last observed.

Here are a few quick facts:

New Wells—During the twelve months ending August 31, 1952, the Texas oil industry drilled 17,000 new wells, at a cost of over \$700 million. Most of the heavy expense of drilling these new wells was paid from earnings plowed back into the development of the State's oil resources.

Production—Production has reached a record level. Texas currently is producing about 46 per cent of all the crude oil produced in the U. S. In the year ending August 31, Texas production totaled about 1,015 million barrels. There are now 133,800 producing oil wells in Texas.

Reserves—Proved oil reserves in Texas of 18 billion barrels represented 57 per cent of the U. S. total at the beginning of 1952. During 1951, the last year for which figures are available, proved reserves increased two billion barrels. These are developed oil reserves and the figure is important: developed reserves supply our needs currently and provide reserve capacity that is immediately available when we need it.

Taxes—The Texas oil industry continues to be the largest tax-payer in the State. Through the year ending August 31, gross production taxes alone on Texas oil and natural gas amounted to more than \$137 million; in addition, the industry pays large amounts in other taxes.

Refining—The Texas refineries will have a big year. They now employ, in round numbers, 46,000 Texans, and process about 28 per cent of all the oil refined in the U. S. The daily refining capacity of all Texas refineries exceeds 2,000,000 barrels. A program to expand and improve these facilities has been general throughout the industry.

Transportation—The total mileage of Texas' trunk pipe lines for oil and finished products is over 29,000. This low-cost transportation system is a major factor in the maintenance of the low prices you pay for petroleum products.

In brief, the Texas oil industry during the past year continued to do its part in meeting the demand for oil. It has expanded pipelines to provide low-cost transportation. It has improved facilities for making more and better petroleum products for your use. Today, two gallons of gasoline do work that required three gallons in 1925; and the gasoline costs no more than it did then.



HUMBLE OIL & REFINING COMPANY HUMBLE PIPE LINE COMPANY



GETTING VOTERS out to the polls November 4 is the aim of the Ballot Battalion and the Texas Delivery Service is helping in the Dallas drive. This truck is only one among 15 Texas Delivery trucks with space and posters donated by the company.

Ballot Battalion Urges Voting

AN intensive drive called the Ballot Battalion to get voters to the polls was put into action this month by Dallas civic, business, social and labor groups. The battalion was originally sponsored by Kiwanis International.

The non-partisan vote drive, headed by P. B. (Jack) Garrett, is designed to reach all of Dallas County's 215,722 qualified voters and encourage them to vote in the November 4 election.

Rip Nichols, president of the Texas

Delivery Service, who donated space and posters on the side of 15 delivery trucks, is among many Dallas companies and organizations taking roles in the Ballot Battalion.

The drive has been attracting the attention of voters and reminding them to go to the polls next month. One of the major functions of the group is to educate thousands of Dallas voters on how to use a voting machine.

Plans New Site. The Dallas Wholesale Credit Managers Association will lease a 1,500-square-foot building to be constructed at 1814 North Industrial Boulevard adjoining the Parker Pen Building. The association, established in 1908, is presently located in the Thomas Building.

Joins National Group. The Texas Housewares Club of Dallas was made a member of the National Federation of Housewares Clubs at the open forum of the federation held at the Atlantic City Housewares Show. The local club was represented at the show by Jim Purdue.





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Texas Newspaperman of the Year

Texas newspaper editors and publishers met in Dallas this month for the annual dinner held by the Dallas professional chapter of Sigma Delta Chi, journalism fraternity. Douglas Meador, right, publisher of the Matador Tribune, was named the "Texas Newspaperman of the Year." He is also mayor of his town and has served twice as president of the Panhandle Press Association and once as head of the West Texas Press Association. Looking at his award are Brad Smith, left, of the Weslaco News, chairman of the board of the Texas Press Association who presented the award, and Allen Duckworth, center, of the Dallas Morning News, who is president of the local fraternity chapter. Horace Ainsworth, editor of DALLAS and a director of Sigma Delta Chi, was in charge of arrangements.

Retail Optical Firm Begins Expansion

The first move in a big expansion program for Lee Optical Company is the construction of a new 9,000-square-foot building in the Trinity Industrial District now underway.

The building, which is located at the corner of Howell and Dragon, will house the general offices, accounting and purchasing departments and warehouse for the Lee Optical Company. After its completion at the end of this year, the Dallas facilities will consolidate facilities now in Corpus Christi, Amarillo and El

More than 60 people will be employed in the optical plant.

Dallas Plant Employees Celebrate Anniversary

The Dallas plant employees of the Ruberoid Company are celebrating this month the company's sixty-sixth anni-

The occasion is marked on bulletin boards at all plant and office locations with an honor roll of 391 Ruberoid employees who are members of a group known as the "Twenty-Fivers," composed of employees who have service records of 25 years or more. Among these is George W. Strunk of the Dallas plant who has been with the company 30 years.

The company manufactures an extensive line of asphalt and asbestos building and insulating materials.

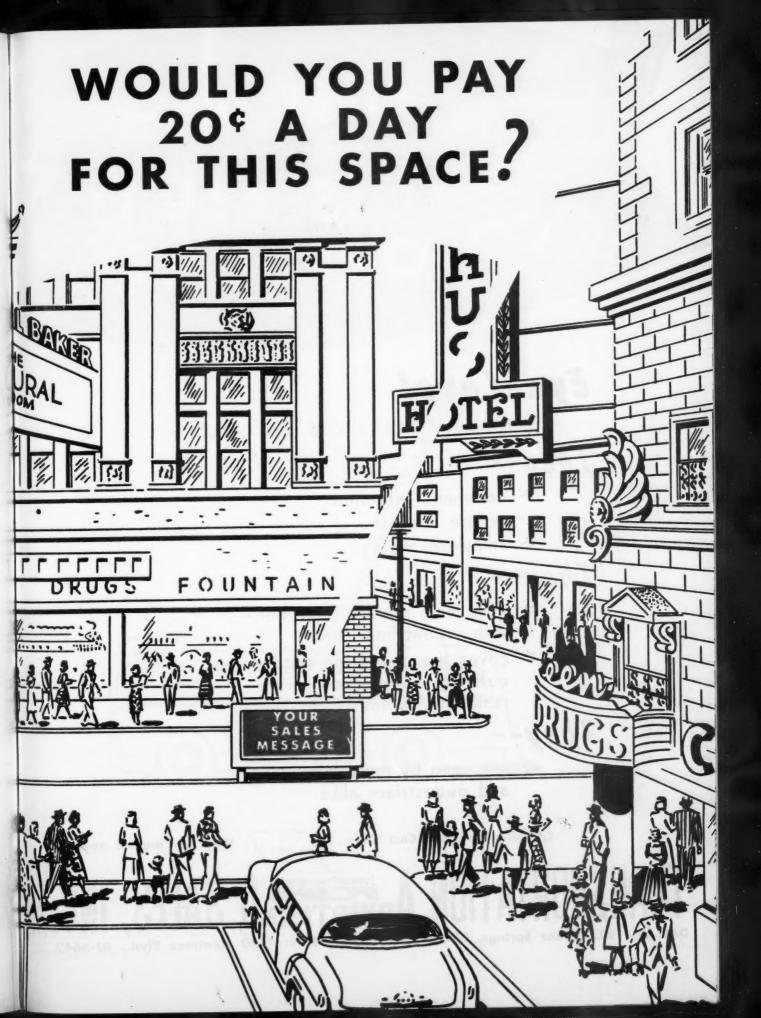
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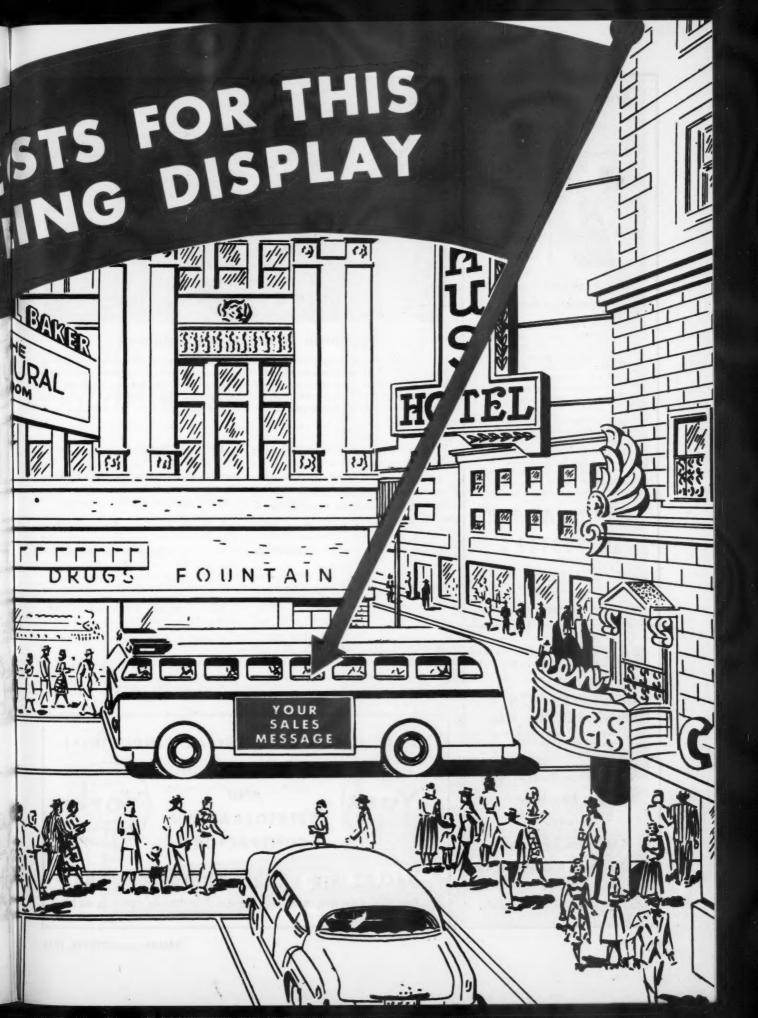
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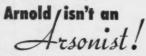
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Luncheon Honors Texas Legislators

An informal luncheon honored Texas senators and representatives this month at the State Fair. Chamber President Ben H. Wooten, center, as host-representative for the Dallas Chamber of Commerce, welcomed Speaker of the House Reuben Senterfitt, left, from San Saba and Lieutenant Governor Ben Ramsey, right, who were among the guests. The legislators gathered in the Picnic Pavilion at the State Fair Grounds.

J. DARRELL FRANCIS has been elected to membership in the Association of Reserve City Bankers. He is a senior vice president of the Mercantile National Bank at Dallas and was voted the honor by the association's board of directors, meeting during the American Bankers Association convention in Atlantic City.

Three changes in the Southland Life Insurance Company have been made recently. W. NEIL JOHNSON, JR., has been named assistant treasurer; GEORGE T. HEMMINGSON, JR., will work with the company's security portfolio, and C. JOE WILLIS has been named field assistant.

JERRY L. WOODALL, JR., a Dallas real estate man for seven years, has opened his own office at 8623 Hillcrest Avenue.

J. M. MOTTLEY, vice president of The Praetorians, has been appointed head of the organization's investments department in the Dallas area.

BILL ROGERS has joined the sales staff of Doran Chevrolet, Inc.

New designer and production manager of Bill Jayson Manufacturing Company of Dallas is GEORGE GABRIEL.

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Martha Binford

By Joseph Sterne

OIL PROGRESS WEEK this month was a busy time for a slim, likeable secretary named Martha Fanning Binford. She spun from television show to radio broadcast to luncheon speech about as fast as an oil well bit biting into Scurry County land. But she came up smiling, for such are the chores of a Desk and Derrick Club president and Martha Binford is not one to take her duties lightly.

As a veteran of almost a quarter century in the oil business, Mrs. Binford believes that she and others like her should encourage younger women to take an avid interest in their careers.

The Desk and Derrick Club was organized in July of last year for this purpose, and the girls have begun to study their industry with the intensity of an old-time chautauqua club. They hear lectures and see movies and go on numerous field trips.

One of the first excursions of Mrs. Binford's administration was a trip to Jack County, a hard-hit drouth area. A couple of buses were chartered in Jacksboro, but the big vehicles sank so far into the arid soil, churning up thunderheads of Jack County dirt, that the party had to switch to private cars.

The inevitable happened, of course: the name of the club was unofficially changed to the "Dust" and Derrick Club, and it looks like the moniker will stick.

Mrs. Binford, now secretary to R. S. McFarland, executive vice president of Seaboard Oil Company of Delaware, broke into the oil business in the early days of the East Texas boom. Equipped with a diploma from Rushville High School, Indiana, the Dallas-born girl strode into the office of the late Truitt Cranfill and asked for a job.

"You're too young," Mr. Cranfill decided and sent her home. But the next morning at seven-thirty — and it was a Saturday morning — the telephone jangled. Martha answered sleepily, and Mr. Cranfill told her to get down to work right away.

The first weeks weren't very exciting. The young secretary spent hour after hour copying the dull logs of drilling crews, but gradually she picked up the peculiar lingo of the oil business. Next came land records, and Martha's interest perked up.

Mr. Cranfill hit financial reverses in that day of ups and downs and Martha soon found herself secretary to the fabulous Clint Murchison. This was the beginning of Mr. Murchison's success story and Martha was with him in the exciting days when he formed American Liberty Oil Company and Southern Union Gas.

Mrs. Binford quit a few years later to get married. Those were depression years, however, and it was soon found one salary wasn't enough. She went job hunting again and found herself applying in the office of the company where she was to make her career.

Seaboard in those days was a long cry from the bustling exploration company that today occupies five floors of the Continental Building. The firm had a few rooms in the First National Bank Building. There were two secretaries and Mrs. Binford soon was handling work for Mr. McFarland, the land man, the petroleum engineer and the geologist. She even relieved on the switchboard.

"It was a real education," she recalls. By the early 1940s, Mr. McFarland's work piled higher and higher, and Mrs. Binford became his full-time personal secretary.

Today she works in a mahoganypaneled office, hemmed in by file cabinets and stacks of letters, pamphlets and reports.

"I just can't work at a neat desk," says Mrs. Binford. "Mr. McFarland tried to reform me, but he finally gave up."

Mrs. Binford is essentially a seriousminded person who, nevertheless, radiates cheerfulness. She can carry on a conversation about almost everything and is, among other things, a voluminous reader, an enthusiastic traveler (mostly Mexico) and a meticulous gardener.

"A weed wouldn't dare show its head in Martha's garden" one friend quips.

When presiding over a Desk and Derrick Club meeting, her personality really comes out. Women's clubs reputedly have a tendency to turn into gab contests, but not when Martha Binford has the gavel.

"If one member gets a little too talkative," a friend said recently, "Martha has the most uncanny way of shutting her up as though she were patting her on the back.

"You see," she concluded, "Martha wears well."

Four editions read throughout the United States and 51 foreign countries—Refining & Gas Processing Edition, Drilling & Producing Edition, Oil & Gas Pipelining Edition, & Combined Edition.

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FOR NATIONAL DEFENSE

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Many of these same ideas, shared through the medium of the trade and technical press, also are helping reduce costs at other defense plants both in the aircraft and other industries.

In the last six months, more than 40 TEMCO developed "short cuts" have been featured in the trade press. In response to inquiries, TEMCO has supplied sketches and additional data on these items to more than 300 defense contractors.

TEMCO hopes that these ideas and others which will follow will help the taxpayer get the fullest possible value for his defense dollar.



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DALLAS, TEXAS



Cotton Belt Celebrates Anniversary

Commemorating the seventy-fifth year of the Cotton Belt Route (St. Louis Southwestern Railway Lines), an anniversary celebration and service award program was held this month in Dallas. Wearing a cotton corsage and a cotton boutonniere, two of the oldest active employees, Mrs. M. L. Beckham, left, and H. C. Zachry, center, were awarded service pins. H. H. Spragins, right, industrial commissioner of St. Louis, was the principal speaker at the gathering of approximately 300 employees and guests in the local freight station. Sixty-four employees received service pins for 20 years or more of continuous service and eight pins were awarded to retired employees from the Dallas office. S. D. Swann, assistant general freight and passenger agent, was master of ceremonies.



Rio Grande National Promotes Officers

The board of directors of the Rio Grande National Life Insurance Company has elected two new officers and promoted two others. Two officers who received promotions were R. P. Baxter, left, vice president advanced to senior vice president, and Turner B. Baxter, right, assistant secretary-treasurer promoted to vice president and assistant secretary-treasurer. Elected officers were James R. Young, second from left, and Wayne J. Herring, second from right, both elected assistant vice presidents, who will serve in the agency department of the company.

CLOUD

Employment Service

"The Right Person for the Right Position"

Since 1929

Solve *your* personnel problems by calling...

PR-4821

We have Executives, Office, Sales, and Technical help of all kinds.

Your use of our interviewing room is invited.

H. NESTOR DUVALL, Manager

National City Building
DALLAS I, TEXAS

No Cost to the Employer

ADS BY JURGENS ...



baited with special merchandising "hooks"

make it easier to land BIG orders.

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1400 MAIN STREET RI-5103

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each

The following firms are seeking representation in Dallas and the vicinity:

Cheney Flashing Company, 623 Prospect Street, Trenton, New Jersey, would like to contact a person who will act as their sales agent in this city. He must be able to obtain architectural specifications and follow through for sales to sheet metal contractors and sheet metal distributors. Their product is Chinc, a non-ferrous metal.

Chas. Weinhagen & Company, St. Paul 1, Minnesota, manufacturers of paper boxes since 1886, specializes in packages for the wholesale and retail candy trade, such as Christmas, Easter, Mother's Day and Valentine Day and everyday purchases. They would like to contact individual to represent their line in Texas and several southern states.





Bank Promotes Officers and Expands Capital

A capital expansion plan and the promotions of two officers were announced for the First National Bank in Dallas last month. John S. Young, left, and Jack E. Little, right, both in the business development department, have been advanced from assistant vice presidents to vice presidents. This month the directors passed on the capitalization plan, which will add \$5,000,000 in new capital in addition to a \$1,000,000 stock dividend, increasing the bank's total working funds to more than \$37,000,000. Mr. Little joined the bank in 1933 and is a graduate of the American Institute of Banking. Mr. Young became a member of the First National Bank's business development department a year and a half ago and was advanced to assistant vice president in October, 1951.

International Commerce, Inc., Fred A. Orleans, president, 518 West Houston Street, San Antonio 5, Texas, is interested in contacting an agent or

distributor for their product, "Shield," a liquid for rainproofing fabrics or garments of all kinds to make them water repellent.

The House of Mortgage Loan Service

Equipment and experience are key factors in giving our customers the finest loan service in the Southwest. Our convenient, modern offices are geared for operating efficiency. Since 1924 we have

been accumulating mortgage loan know-how that enables us to make any type of loan — large or small. Our customers know that we provide continuous service of the highest calibre.



COMMERCIAL AND INDUSTRIAL BUILDING LOANS

RESIDENTIAL. CONVENTIONAL AND F. H. A. TO BUY, BUILD, FINANCE OR REMODEL

LOANS APPROVED FROM PLANS AND SPECIFICATIONS ON PROPOSED BUILDINGS

"ESTABLISHED 1924"

APPROVED F. H. A. MORTGAGEE

SOUTHERN MORTGAGE COMPANY

AUBREY M. COSTA, President

PHONE RI-5551

F. M. LOVE, Chairman of the Board

DALLAS -

INSPECTIONS, COMMITTMENTS ON CONVENTIONAL LOANS IN 24 HOURS

1302-4 MAIN STREET

Foreign Jrade Inquiries

52HJ/A. Germany. An incandescent bulb, "Insecta," which evaporates tablets to fumigate flies, moths and other insects, can be secured from the individual, who has arrangements with an airline to ship directly to this area.

52JJ/CEJ. England. London buying and shipping house offers to American importers specialized services in contacting the desired manfacturer in their country.

52HJ/T. Japan. Manufacturers and exporters of Japanese Yuzen (hand) prints of silk and crepe are interested in establishing business connections with firms in this area who would like to import these goods.

52HJ/BCC. England. Firm is seeking a selling agent for their knitted velvet garments to cover this state and adjacent states.

52HJ/GS. Italy. With experience in the field of textile raw materials, Italian

import company would like to contact local firms, acting as dealers, graders and repackers of woolen, cotton, silk rags, textile wastes and remnants, who are interested in exporting to Italy.

52JJ/OS. Japan. Exporters of rice would like to contact firms in this area interested in importing their product.

52HJ/M. Japan. Milano individual would like to import from this area cotton linters and cotton droppings.

52HJ/QV. Costa Rico. San Jose firm wants to contact cast iron pipe manufacturers or suppliers as well as other representatives of iron, steel, aluminum, electrical wiring and appliances and dairy products.

Seven Dallas Residents Named to Traffic Group

A large-scale study of traffic and safety conditions on Texas highways begins at the end of this month when a committee of 60 Texans meets in Austin.

The group was called together by Governor Allan Shivers to make recommendations to the next State Legislature. Cecil Burney of Corpus Christi was named chairman.

Dallas members of the group are Bruce Cunningham, Judge Joe Hill, A. F. Allen, Felix McKnight, Harding Lawrence, Mrs. Camilla Gray and Henry Wade.

SOUTHWEST'S MOTOR FREIGHT CENTER



TRINITY INDUSTRIAL DISTRICT

The new home of MERCHANTS FAST MOTOR LINES, Inc. There are 11 "motor freight" lines now located in the Trinity Industrial District.

For information about the Trinity Industrial District consult your real estate broker or . . .
INDUSTRIAL PROPERTIES CORPORATION • 401 Republic Bank Bldg. • RI-6552

SOUTHERN TRUST AND MORTGAGE MAKES MACHINE POSTING GO FASTER AND SMOOTHER with V-LINE TRAYS

by



Diebold V-Line Trays are being used in Southern Trust and Mortgage Company to speed machine posting of all mortgage laan accounts. Mounted on caster equipped tables, the trays are handy and accessible. Call a Diebold specialist today about your specific record handling problem.

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Microfilm • Rotary, Vertical and Visible Filing Equipment • Safes, Chests and Vault Doors Bank Vault Equipment • Burglar Alarms Factory Branches and Dealers in all principal cities.



HUNSAKER TRUCKING CONTRACTORS, INC.

Here's the modern, efficient general office of the Hunsaker Trucking Contractors, Incorporated . . . completely furnished by Bennett's.

Another Furniture installation



A GLOBE-WERNICKE PRODUCT

Suggestion for you ---

4-DRAWER FILE. A compact, attractive Grade A file that will pay for itself many times over in time-saving efficiency. Available in grey or green, with or without locks. Letter size, \$104.00. Legal size, \$121.75.

PRINTING LITHOGRAPHY OFFICE FURNITURE OFFICE SUPPLIES





Heads Railroad Group

J. B. Shores, director of public relations for Texas & Pacific Railway Company, has been elected president of the Railroad Public Relations Association, a group recently organized in New York. Mr. Shores joined T. & P. in 1920 as a clerk and has been director of employee and public relations for seven years.



Account Executive

J. D. (Doc) Williams has assumed duties as an account executive in the Dallas office of the Watts, Payne Advertising, Inc., this month. He joined the organization September 1 and prior to that was a member of the national advertising staff of the *Times Herald*. Mr. Williams is a member of the Dallas Sales Executive Club and the Dallas Advertising League.

Taking part in the fourth annual All-Texas Air Tour from Dallas were ROB-ERT L. WYLIE and CARLISLE E. HOOD, representing Chance Vought aircraft division of United Aircraft Corporation, and CAPTAIN PHILIP F. LOVETT of the Civil Air Patrol's Texas Wing.

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D



Joins Sales Staff

Robert S. Conybeare has been appointed assistant general sales manager for the Dr. Pepper Company. He has been associated with several concerns as creative artist and designer, advertising manager and sales promotion manager. He will be assistant to W. W. Clements, vice president and general sales manager.

New appointments to West Point and Annapolis have been announced by REP-RESENTATIVE J. FRANK WILSON of Dallas. Principal appointment to West Point went to EDWIN S. OLSMITH, JR., of Dallas with BOBBY OVERTON WRIGHT of Garland, CLYDE OR-VILLE BROWN, JR., of Dallas and JAMES BELTON KETCHERSID, also of Dallas, as alternates. Winner of one principal appointment to Annapolis was WILLIAM E. PIERRET of Grand Prairie; alternate appointments went to THOMAS ALLEN EADS, FRANK MILES BARNETT and THOMAS LEO BROWN, all of Dallas. Second principal appointment to Annapolis was won by ROBERT L. JOHNSON of Dallas with PATRICK J. KAIN, HERBERT L. GAYNOR and LAWRENCE MAGNER, all of Dallas as alternates.

J. W. FORBES, first floor merchandising manager of the W. A. Green Company, department store, has taken on the post of merchandise manager of the fourth floor, tot and teen shop.

1 1 1

TOM McHALE, advertising manager of DALLAS has been re-elected to his third term as secretary-treasurer of the Southwest district of the Advertising Federation of America.

1 1 1

Appraisal Engineering Service, Inc.

Scientific Valuations in the Southwest

Over 30 Years Experience in Appraising Lands and Buildings

Henry P. Inge

Porter Lindsley

T. J. Hayman

2115 Butler Street

Phone JU-0511

Dallas, Texas

KLIMIST STORE FIXTURE MANUFACTURING CO.

DESIGNERS AND MANUFACTURERS

of CUSTOM MADE and UNITIZED STORE FIXTURES

Immediate Delivery - Remodernize Now

Visit Our Complete Show Room at 1107 Jackson Street

RI-6323

Or Phone

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NO MATTER YOUR LIFE INSURANCE NEED

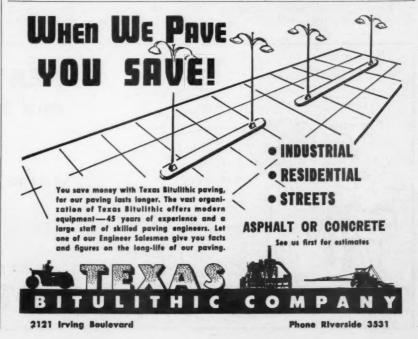
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FAMILY PROTECTION • BUSINESS LIFE INSURANCE
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Southwestern Life

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE . DALLAS





RECOGNITION for outstanding contribution to motorless flight has been given to Jon D. Carsey, center, president of the Soaring Society of America. James W. Simmons, Jr., left, is treasurer and E. J. Reeves, right, is a director of the national association.

Soaring Comes to Dallas

OR the first time in the history of the Soaring Society of America, two national officers have been elected from the same city: Dallas.

The city's role as one of the nation's leading aviation centers was further emphasized when the association moved the headquarters of its nation-wide publication, Soaring, to Dallas.

Jon D. Carsey of Dallas was re-elected president of the Soaring Society of America, a twenty-year-old national organization with headquarters at Elmira, New

York. James W. Simmons, Jr., of Dallas was elected treasurer.

Publication offices of Soaring have been moved this year to Dallas from Memphis, Tennessee. The magazine was founded in 1937.

Dallas offices of the magazine are located in the Lacy Building.

The new editor of the bi-monthly publication is Julian Stag, Dallas free-lance writer and publicity and advertising consultant. Mr. Stag created and wrote the "What's Doing in Dallas" campaign for



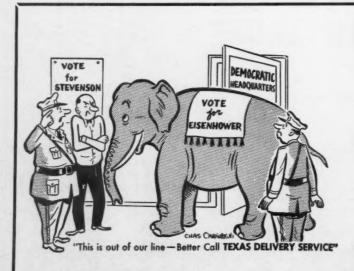
JULIAN STAG

the Dallas Chamber of Commerce that attracted nation-wide attention.

Largely devoted to the National Soaring Contest held at the Grand Prairie Airport, the September-October issue cites nine new national records which were set. There were 12 motorless flights in excess of 300 miles, 44 flights in excess of 200 miles and 76 in excess of 100 miles.

This year Mr. Carsey, as president of the Soaring Society, led an American team to the World Soaring Championships held at Madrid, Spain, and he was awarded the Warren E. Eaton Memorial Trophy for the most outstanding contribution to the art, sport or science of motorless flight during the past year.

E. J. Reeves, who was re-elected a director of the Soaring Society of America, directed the nineteenth national meeting as president of the Texas Soaring Association.



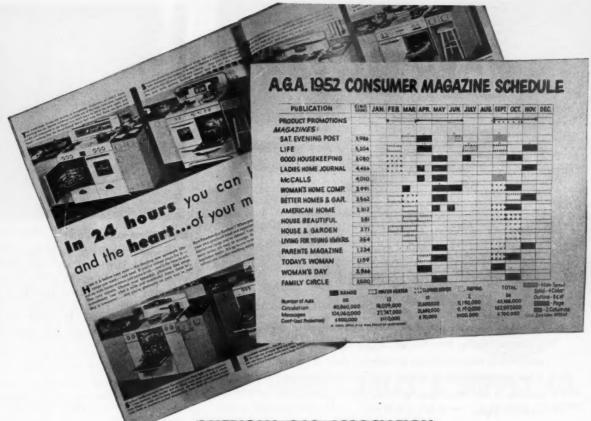
HEAVY HAULING and HOISTING

ST-4444

ST-4444

Join the

BALLOT BATTALION



AMERICAN GAS ASSOCIATION SPENDS \$500,000 IN MAGAZINE ADVERTISING DIRECTING BUYERS TO GAS RANGE DEALERS

Gas Range Dealers, among whom number hundreds of appliance stores, furniture stores and department stores over the Lone Star System, will benefit this year from one-half million dollar's worth of national magazine advertising... a necessary ingredient in building consumer acceptance of a product. The American Gas Association's colorful ads are designed to create a strong urge for prompt buying — and each one directs readers to gas range dealer stores. \$780,000.00 worth of magazine advertising is scheduled this year for gas appliances. Without a doubt, this campaign is valuable in dollars and cents to each dealer. A.G.A. magazine advertising does a more complete job of product-selling than advertising of any other such association.



LONE STAR GAS COMPANY IS A MAJOR CONTRIBUTOR TO THIS CAMPAIGN

Natural Gas Service can be little better than the appliance through which it is used. One of Lone Star's primary advertising aims, therefore, is to upgrade the quality of gas appliances and to help dealers profit through their increased sales of quality gas appliances. Lone Star's local advertising, too, directs the reader or listener to his gas appliance dealer store. Customer satisfaction is the key to the operations of a successful gas appliance dealer and, coincidently, the key to excellent natural gas service.



LONE STAR GAS COMPANY



Having flown more than two billion passenger miles without a fatality, Braniff's speed and safety record is outstanding among air line companies. Such a record is not accidental but is due to having the finest pilots, equipment and supervision of every detail necessary to safety in flight.

Braniff exercises the same attention to speed in handling and safety in accuracy in the tremendous paper work involved in operating an Air Line by using

ROGERSNAP BUSINESS FORMS

Speed and safety is just as essential to your business in handling office detail paper work efficiently and promptly. That's why you should investigate the services and economies of RogersnaP Dallas Business Forms — Dallas' largest home-owned and operated business forms manufacturer. A RogersnaP representative can show you how to streamline your office detail with forms designed to meet your particular requirements.

Call Riverside 5816 and let us show you how RogersnaP Dallas Business Forms can streamline your office operations.



"THE LARGEST HOME-OWNED BUSINESS FORMS MANUFACTURER IN NORTH TEXAS"



New Plymouth Dealer

George R. Ranes of Terre Haute, Indiana, has purchased the DeSoto-Plymouth franchise of the Dick Price Motor Company and has started operations in the old Price location at 2100 North Harwood. The firm is called Ranes Motors, Inc. Mr. Ranes will make his home in Dallas.

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The first annual achievement award to a worker in the construction industry was presented to JOHN McTURK, an employee of the Peterson Construction Company. Mr. McTurk came here from Scotland four years ago and worked up to project superintendent with the firm. E. G. PETERSON, company president, said the award, sponsored by his firm, would go to employees of various companies in future years.

R. L. THORNTON, SR., board chairman of the Mercantile National Bank, and JOHN RUNYON, president of the *Times Herald*, are new board members of the Texas Scottish Rite Hospital for Crippled Children.

MRS. LOIS GRIGSBY, who has 16 years of experience in children's retailing, has joined Darver's, children's apparel shop, at 208 North St. Paul Street as assistant manager and buyer.

HENRY A. MEADOWS has been appointed Dallas district group sales manager for the Prudential Insurance Company of America.

New Southwest representative of the Rhinelander Paper Company is PAUL G. LEE.



Brokerage Executive

Joel Cowdrey has been named office manager of the Dallas office of Merrill Lynch, Pierce, Fenner & Beane in a move to expand the executive staff of the growing brokerage office. E. O. Cartwright, Dallas resident partner, will remain in over-all charge of the Dallas operation. Mr. Cowdrey, a graduate of the University of Oklahoma, joined Merrill Lynch in December, 1945.

JOHN W. RUNYON, president of the *Times Herald*, has been elected to the board of directors of the Dallas Citizens Council.



JAS. K. WILSON COMPANY invites you to meet Mr. Walter E. Hansen of their Second Floor Men's Clothing Department. Walter just recently joined Jas. K. Wilson's staff of men's clothing experts and his long experience in the men's clothing field well qualifies him to serve you.

Advertisement



SINCE 1920

Listed and Unlisted Stocks & Bonds Municipal Bonds

Bought Sold Quoted

Dannas Union Securinies Company

DALLAS, TEXAS
502 Dallas National Bank Bidg.

TELEPHONE: RI-9021

TELETYPE: DL 390

FORT WORTH, TEXAS
423 Fort Worth National Bank Bldg.
• TELEPHONE: ED-1248

Member Midwest Stock Exchange

The House That Service Built

- * MACHINE TOOLS—PORTABLE ELECTRIC TOOLS
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- * AIR COMPRESSORS—ELECTRIC MOTORS
- * WELDING EQUIPMENT—GRINDING WHEELS
- * INDUSTRIAL SUPPLIES—HAND TOOLS



MACHINERY SALES & SUPPLY CO.

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-DALLAS-

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OFFICE, DISPLAY and WAREHOUSE SPACE..

40,000 ADDITIONAL square feet of space have been added at 1108 Jackson, adjoining our present location in the 2nd Unit of the Santa Fe Building. Especially designed and laid out for Manufacturers' Representatives, Distributors and others desiring office, display and warehouse space ALL UNDER ONE ROOF. Available with, or without air conditioning and office building service. Call RA-7111.



G. K. Weatherred, Pres.

C. E. Bradley, Vice-Pres.

R. M. Waskom, Sec'y-Treas.



The National City's financial experience

is at your service...

We want you to feel that the National City is more than a bank..that it is a service institution. Our financial experience is at your service at all times.. and we have ample funds for our customers' constructive needs in the orderly flow of business and commerce. Consult us regarding your business requirements. It's a pleasure to render you prompt and efficient service.

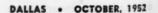
NATIONAL CITY BANK

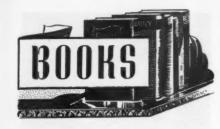
of Dallas * ELM AT ST. PAUL

CAPITAL AND SURPLUS \$2,000,000

DAN D. ROGERS, Chairman

DE WITT RAY, President





The Katy Railroad and the Last Frontier

By V. V. Masterson, published by University of Oklahoma Press, 312 pages, \$4.00.

A KEY link in the Missouri-Kansas-Texas Railroad's drive to the Gulf of Mexico was the thriving community of Dallas.

"When the Katy made its back-door entry into Dallas, the present financial and commercial hub of the Southwest boasted a population of not many more than 10,000, whereas today it approaches half a million. In its earliest days it was little different from other southwestern frontier towns. Wild and wooly in its long, slow beginnings, it was still a lusty, if gawky, youth when the Katy arrived. The first issue of the Dallas

News, published October 1, 1885, dutifully reported 68 saloons in the thirsty little community....

"Dallas then was quite a place; still is!"

So writes the railroad historian, V. V. Masterson, in his newly-published, definitive, and thoroughly-documented history of the Missouri-Kansas-Texas Railroad, first railroad to enter the Indian Territory of Oklahoma and span the Red River into Texas. His book, "The Katy Railroad and the Last Frontier," traces the history of the development of the Southwest along the course of one of the strongest factors in that development: the railroad.

Only three years after the storied linking of the East and West by the railroad in 1869, the Katy crossed the Red River, literally created the town of Denison, Texas, joined the Houston and Texas Central, and opened up the first major transportation route from the north to the teeming regions of the Southwest all the way to the Gulf of Mexico. Pioneered by Judge Levi Parsons and engineered by General Manager Bob Stevens, the Katy had won the race for land spoils in the Indian Territory that was to be-

(Continued on Page 56)

Our Client
spent \$ 652.86
for advertising



They received 8,426 orders!! We policit your mail-order account

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ADVERTISING AGENCY

12th Floor National City Building PRospect 2722 Dallas

MODERN

...in Every Detail

Here is a picture of modern efficiency and design, a room planned for beauty, yet concentrating upon working ease and comfort. This, one of the offices of General Electric, Lamp Division, at 1801 N. Lamar, features an unusual Mode-Maker desk by General Fireproofing Company. Notice the light mist-green top, a color developed by G.E. as an ideal working surface. Goodform Aluminum chairs are used as companion pieces...assuring long wear, lasting good looks. An office planned by Stewart's uses quiet dignity and efficiency as the background to best display the character of your business.



1523 COMMERCE STREET

PHONE PR-8581

CALL STEWARTS

STATIONERS . OFFICE OUTFITTERS





DALLAS EXTERMINATING COMPANY

Complete Pest Control Service

"Good service gets business - Better service keeps it."

2416 Maple Avenue

Phone RAndolph 5796

STRENGTH and BEAUTY—



Yes, the beautiful, streamlined appearance of a Nabors Warehouseman's Van is gained at no sacrifice of strength and stamina. Nabors Warehouseman's Vans make use of wall panels to reduce dead weight, yet maintain an enduring, trouble-

free, road-riding ruggedness. Available in lengths from 24-34 feet, capacities from 1290 to 1880 cubic feet. Outside drop tail gate and tail gate load tie rods and side doors optional.





Merchandise Manager

Seymour Bernat has been named manager of a newly created merchandise division of A. Harris & Company. The division will consist of fashion accessories, toilet goods, stationery and candy. Next month Cecil Walden will become assistant to the new manager. Mr. Bernat has been with the company since 1948.

J. T. BUTLER, previously with North American Aviation, Inc., where he was in charge of the hydraulic machine shop and hydraulic assembly plant, has been named chief tool engineer at Temco Aircraft Corporation. In his new position Mr. Butler is in charge of tool design, tool scheduling, tool estimating and tool planning.

MRS. CONNIE PARMELEE has been elected president of the newly organized Dallas chapter of the National Association of Legal Secretaries. Other officers are MRS. GLORIA HARMON, vice president; MRS. MONA WALKER, recording secretary; MISS HELEN GRANT, corresponding secretary; MRS. BEULAH RISINGER, treasurer and MRS. ETHEL FISHER, governor of the Texas Association of Legal Secretaries.

BEN H. WOOTEN, president of the Dallas Chamber of Commerce and the First National Bank of Dallas, has been named to the executive group of the southwestern regional advisory committee of the National Association of Manufacturers. CHESTER MAY, vice president of the Lone Star Gas Company, is also a member of the committee.

W. L. TERRELL has been appointed assistant manager of the truck department of Earl Hayes Chevrolet Company.



Heads Personnel Association

Jim S. Cook became president of the Dallas Personnel Association this month. He is a cashier of the Republic National Bank of Dallas. Other officers elected for the 1952-53 year are L. Threadgill, commercial vice president; L. B. Redmond, industrial vice president; Peter M. Tamburo, governmental vice president; William Berney, educational social vice president, and Mrs. Helena K. Robb, secretary-treasurer.

Dallas members of a special committee selected by GOVERNOR ALLAN SHIVERS to study Texas water problems are JOHN D. McCALL, A. W. WALKER and JAMES A. COTTON.

STATEMENT OF THE OWNERSHIP, MANAGE-MENT, AND CIRCULATION REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24. 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Tite 39. United States Code, Section 233) United States Code, Section 233) Of DALLAS, published monthly at Dallas, Texas, for October 1, 1952.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Dallas Chamber of Commerce, Dallas, Texas.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and addresses as well as that of each individual member, must be given. Dallas Chamber of Commerce, Dallas. Texas (no capital stock).

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the

None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the

mis publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

HORACE AINSWORTH, Editor.

Sworn to and subscribed before me th's 30th day of Sentember 1952

of September, 1952.
(My commission expires June 1, 1953.)
F. E. RICE.



Inflation is having a telling effect on the cost of Workmen's Compensation Insurance, as indicated by the increasing costs of claims, shown in the chart above.

There is only one way to reduce insurance costs and that is Accident Prevention. STOP needless manpower and economic waste that cost our nation over \$2,650,000,000.00 in 1951. Help save lives and limbs. Firms that have safety programs say: "ACCIDENT PREVENTION PAYS."

YEAR	AVERAGE COST PER CLAIM*	CLAIM COST
1948	106.36	100 %
1949	136.95	108.4
1950	143.76	113.8
1951	153.64	121.6
6 mo. 52	182.39	144.3

*Based on records of Texas Employers' Insurance Association using 1948 as a base year.

22 SERVICE OFFICES IN TEXAS

ABILENE • AMARILLO • AUSTIN • BEAUMONT CORPUS CHRISTI • DALLAS • EL PASO • FORT WORTH • FREEPORT • GALVESTON • HARLINGEN HOUSTON • LUBBOCK • LUFKIN • MIDLAND PORT ARTHUR • SAN ANGELO • SAN ANTONIO SHERMAN • TYLER • WACO • WICHITA FALLS

TEXAS EMPLOYERS INSURANCE ASSOCIATION HOME OFFICE - DALLAS, TEXAS

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A. F. ALLEN, President

Be Sure—Insure With Sherman
All Lines of Insurance

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HINTON & LOCKE, INC.

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FORREST AND COTTON

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Praetorian Building

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Dallas

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FRED L. HAYNES District Manager
Dictophone Corporation

2013 N. Akard R. O. LANE RI-6117 FRED A. ERNST

LOOSE LEAF COVERS . EDITION BINDING "WIRE-O AND CERLOX PLASTIC BINDING"

Ash Us or Your Printer

AMERICAN BEAUTY COVER CO.

2002 North Field Street

PR-0677 Dollar

Books

(Continued from Page 53)

come the state of Oklahoma, by bringing its tracks to the northern border in 1870.

Winning the race and spreading its rails from Kansas to the Gulf was not a fight of half-way measures, and building one of the country's biggest railroads required men of quick decision, dealing lustily in a time when other men were settling minor disputes with gunpowder and six-guns. Mr. Masterson punctuates his colorful history with more than one anecdote underlining the traditional dramatic concepts of pioneer railroaders fighting a titanic struggle for town site spoils, competing with other roads and their eastern financial backers.

Typical of the sieges in the railroad struggle was the "Rape of the Katy" by the fabulous financier, Jay Gould, who won control of the Katy in the 1880s and nearly wrecked it by bleeding its business and equipment to feed his own International Great Northern Railway, of which the Missouri-Pacific was the dominating line. But alongside the "skullduggery" of Jay Gould went the integrity of other men who kept the Katy intact

through the years of railroad adolescence.

As assistant director of public relations and advertising for the Katy, Mr. Masterson drew on voluminous company files to make his history a complete and accurate work. He is a native of Scotland and now a resident of St. Louis.

Mr. Masterson combines a genuine love of railroads with experience gained in jobs ranging from traffic management to advertising. Five years in the writing, "The Katy Railroad and the Last Frontier" makes for heavy reading at points, but interesting high points result in a final impression of thorough journalistic effort.

The book has 46 previously unpublished pictures of early day railroading.

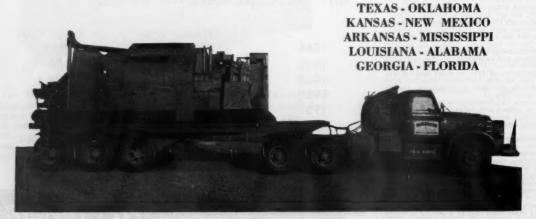
—Tom Toney.

Two personnel changes in the Stewart Company, Texas distributors of the Ford tractor and Dearborn equipment, are M. H. (JOE) TURNER, who has been transferred from the San Antonio branch to Dallas as sales manager for the Dallas area, and H. T. (HOWARD) ISAACS, who has been transferred from the San Antonio branch to Dallas as district manager.

OIL FIELD HAULING

PIPE LINE STRINGING

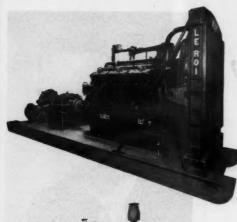
OPERATING IN TEN STATES



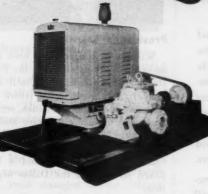
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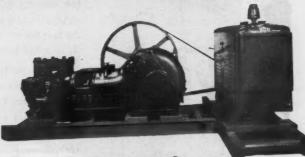
11476 Harry Hines Boulevard • Phone ELmhurst 6468

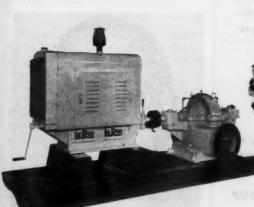
DALLAS . HOUSTON

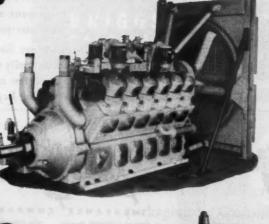


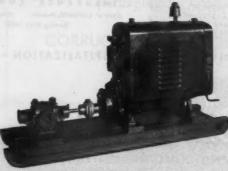
Powerful Picture











Hundreds of Southern Power and Pumping Units are serving the petroleumchemical industry.

Write for recent catalogs and engineering counsel.

ENGINE & PUMP COMPANY

MANUFACTURERS

MACHINERY FACTORS

CONTRACTORS

HOUSTON - DALLAS - KILGORE - SAN ANTONIO - EDINBURG CORPUS CHRISTI, TEXAS - HOUMA, LOUISIANA

A Man You Ought to Know

ASSETS OVER \$156,000,000
Insurance in force over \$725,000,000
Paid to Policyholders and Beneficiaries
over \$100,000,000

Don't send him away...take a few minutes to hear what he has to say. He may prove to be one of the best friends you and your family ever will have.

Yes... the friendly Southland Representative can show you the way to future family security. He can offer you a plan that guarantees a college education for your children... income for your family in case of your death... or income for your retirement and independence in your later years.

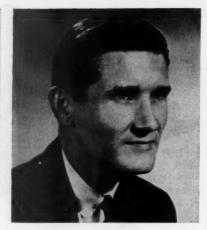
Hear what he has to say. Someday, both you and your family will be glad you spent those few minutes with the Southland Representative.



"Serving Since 1908"

LIFE . ACCIDENT . HEALTH . HOSPITALIZATION . GROUP





President's Assistant

William G. McDanel has been named assistant to the president of the Bankers Discount Corporation. He will handle the corporate financing activities of the company in relation to banks, securities dealers, insurance companies and other investment institutions. Mr. McDanel is a former president of the Texas Junior Chamber of Commerce and a former board member of the Dallas organization.



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Airways' Sales Manager

Charles Melvin Doolittle has been named Dallas district sales manager for Eraniff International Airways. He succeeds Ray Stamps, who is on an extended leave of absence. Prior to the war, he was sales manager of the Ford Motor Company in Germany and Belgium and in recent years he has resided in Cuba. He will assist air travelers, bound for the Central and South American points.

East Texas representative of the Henry-Seay & Company, Dallas investment firm, is ARTHUR E. POSTEL.



Establishes Offices

Walter H. Evans, Jr., is establishing southern regional offices for the stock products division of the Marathon Corporation. The corporation, pulp and paper manufacturer, has leased space in the new Maple Avenue office building and the offices will be opened next month. Mr. Evans is the southern regional manager in Dallas. He formerly was regional manager of the Atlanta, Georgia, office.

EVERETT G. BROWN has joined the Great National Life Insurance Company of Dallas as supervisor of the actuarial department. Mr. Brown formerly was actuarial assistant of another Dallas insurance company. MISS KATIE LEE RANKIN, an employee of Great National for ten years, was promoted to supervisor of accounting.

MISS WANDA HALLMARK comes to Dallas this month as assistant supervisor of stewardesses for the American Airlines. Since 1950, she has headed stewardess personnel in the airline's Tulsa office.

MRS. PEGGY TAYLOR has been appointed manager of the Young Colony Shop, 71 Highland Park Village. A resident of Dallas for the last 15 years, Mrs. Taylor has been associated with Dallas shoe stores and a Dallas specialty store.

MRS. EDNA C. SMITH has become personnel manager of the W. A. Green Company, department store. Mrs. Smith was assistant personnel manager for eight of the 10 years she has been with the company.

1 1 1



YOUR BEST BET

for insuring safe delivery is packaging by Gaylord

CORRUGATED AND SOLID FIBRE



JANITORS • MAIDS • WINDOW CLEANERS • HOUSE

ACME BUILDING MAINTENANCE CO.

1901-15 LAWS STREET

FRANK C. JONES

PHONE RA-7660

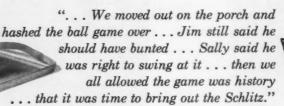
STEAM CLEANING

SIDEWALK WASHING

HOT FLOOR WAXING

S. H. LYNCH & CO.

Wholesalers Gaston at Oakland, Dallas





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A. named ing de Compa

DALLAS

Schlitz is the beer that looks, acts, and tastes the way most Americans like beer.

Sprightly stand-up character, that comes from Schlitz know-how in handling the sensitive ingredients of beer.

That clean taste—that matchless flavor—that subtle tang that comes from just the kiss of the hops.

No wonder more people prefer (and buy) Schlitz than any other beer.

If you like beer you'll love Schlitz

On TV every week enjoy the popular Schlitz "Playhous





MILWAUKEE, WIS.

The beer that made Milwaukee famous



Printing Registrar

Robert L. Gleason, former executive secretary of the Omaha, Nebraska, Junior Chamber of Commerce, has been appointed registrar of the Southwest School of Printing in Dallas. He succeeds Will Grant who resigned to devote his time to business interests and magazine work. Mr. Gleason is a graduate of Creighton University in Omaha.



Gonzales Board

R. I. Payne, vice president and general manager of the Theater Enterprises in Dallas, has been named a member of the executive board of directors at Gonzales Warm Springs Foundation for Crippled Children. New members of the board, representative of the Texas theater industry, include H. J. Griffith, Colonel H. A. Cole, Sam Landrum, J. H. Rowley, Phil Isley, Claude Ezell, Paul Short, John Q. Adams, Raymond Willie and William O'Donnell.

A. SCOTT STAGNER has been named assistant buyer in the men's cloth-,; ing department of the Titche-Goettinger Company.



TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ... based on time and motion studies. See our display.



THE DORSEY COMPANY
DORSEY BUILDING . DALLAS



Insured Safety
Sound Management
Convenient
Maximum Return





American Savings and Loan Association

Ground Floor Mercantile Securities Building
1713 Commerce Street, Dallas Riverside 4191



J. N. FISHER, Realtor

"Investment Properties Exclusively"

Leasing Agent

Statler Hotel: Merchandise Mart

1405 MERCANTILE BANK BUILDING, DALLAS, PHONE RI-4675



DESIGNERS AND MANUFACTURERS OF QUALITY STORE AND BANK FIXTURES SINCE 1922.

> SHOWCASE & FIXTURE ____ MANUFACTURING CO.

1914 CEDAR SPRINGS . DALLAS 1, TEXAS . PHONE PRospect 7576

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TELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

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E. C. HOUSE Director General

I can help YOU CONQUER FEAR

FEAR is man's worst enemy. Fear retards promotion. Fear loses big sales. Fear turns men and women into business failures and social wallflowers. Stop being afraid of yourself. I

can help you conquer fear. I can help you, like I have helped thousands of men and women, to speak effectively, develop confidence and become a leader in the business and social world.

LEARN TO SPEAK EFFECTIVELY

The ability to think and speak effectively is the secret to courage, poise and self-confidence. With the assistance of my staff of well-trained and experienced instructors, I have trained thousands of ordinary individuals to become dynamic citizens and leaders in their community. Through effective speaking, I can help you, too!

Enroll NOW ...

If you are seeking the ability to speak effectively, enroll now. Telephone me at PRospect 0945 for further information on our 15-week course of instruction. Classes meet once a

week in an air-conditioned auditorium for a three-hour evening session, starting at 7 o'clock. The tuition is within the reach of everyone.

for entire course, including all books, if paid in installments convenient to the student.

\$76 if paid in full when enrolled.

THIS TRAINING WILL HELP YOU IN

Speaking Ability • Self-Confidence • Personal Popularity
Earning Power • Ability to Handle People • Better Memory

Improve Human Relations

Leadership Ability

ERSONAL EFFICIENCY INSTI 2.0. BOX 294 A Texas Institution

PR-0045



Sales Club Chief

Ralph F. Lofland, president of the Lofland Company, has been elected head of the Dallas Salesmanship Club, succeeding Hal A. Gulledge. Other officer installed were Charles C. Pierce and John R. McFadden, vice presidents; James E. Wallace, secretary, and William R. Moore, treasurer.

HARRY R. PEARSON, personnel director of the Dallas Power & Light Company, has been chosen vice president for region eight of the American Society of Mechanical Engineers.

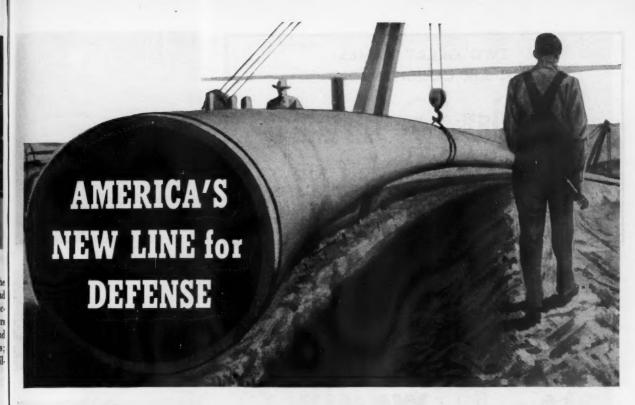
New president of the Dallas Jewelers Association is RALPH NOVIN of Novin's Jewelers. JOHN PARKER is vice president and BOB GOUGH is secretary.

NAT O. STOUT has been appointed southwestern district sales manager with offices in Dallas for the Monroe Chemical Company.

Winner of an award for outstanding work in writing news about foods is MISS DOROTHY SINZ, food editor of the *Times Herald*. She was one of 13 food editors cited for the Vesta awards of the American Meat Institute.

New members of the sales staff of the Burris Building Material Company, Inc., of Dallas are DICK McGREW and JOHN L. BENDER.

CHEVUS M. CHAPMAN has been named assistant cashier of the Highland Park State Bank.



West Coast Pipeline.. First Oil Pipeline from Midcontinent U.S.A. to the Pacific

America is conscious of the Panama Bottle-neck!

America realizes that OIL is the lifeblood of our entire defense structure! The West Coast Pipeline is being rushed for completion as America's new Line for Defense.

The strategic importance of this underground carrier is assurance that crude oil and natural gasoline from the petroleum reserves of West Texas and New Mexico can be supplied safely and economically to West Coast Refiners through a 24 and 26-inch pipeline, unaffected by the hazards of naval warfare.

The ultimate capacity of the new line will be 300,000 barrels daily. At present posted prices this means over \$275,000,000.00 per year of new gross income for the oil industry of West Texas and New Mexico. It will provide many millions in additional revenue in royalties to the University of Texas...large increases in Production Taxes for the State of Texas... more jobs for Texas people...prosperity for Texas towns and cities...progress for the great Southwest!

For National Defense, for economic benefits to Texas, for additional markets for Texas crude oil, the West Coast Pipeline is zealously dedicated.

West Coast Pipeline Company

L. M. Glasco, President B. E. Hull, Vice-President

General Offices - Dallas, Texas

TWO GREAT NAMES IN AIR CONDITIONING



Matthews Engineering Company 2122 OLIVE STREET .. Riverside 5366



BUILD the Modern Way

DELIVERED Ready Mixed ... Right to Your Job ... On Time



INCORPORATED

CENTRAL MIXED

ST-2151

REAL ESTATE LOANS

Commercial Industrial Residential

"Real Estate Financing Since 1908"

Convenient Ground Floor Location

Several Parking Stations Just a Few Steps Away

1315 Pacific Ave.

Why not use our conference room-seating up to 25? Telephone STerling 3361 for information.

Between Field & Akard Sts.



Elected President

W. J. (Major) Powell is the newly elected president of the Dallas Technical Club. Mr. Powell is a partner in Powell and Powell, engineers. Other officers are Raymond E. Jones, secretary-treasurer; Asa Hunt, first vice president; Ed M. Harrison, second vice president, and Huntley Meredith, third vice president.



Elected Vice President

R. E. Abernathy, Jr., has been elected vice president in charge of advertising and public relations for the Interstate Trinity Warehouse Company. He has been in the company's business development department since 1947 and will continue to assist the household goods division.

ARTHUR LEONARD has become foreign trade business specialist for the Dallas regional office of the United States Department of Commerce.

New president of the Big D Toastmasters Club is P. BROWN WEBSTER. He succeeds PAUL P. GAMBLE.



Checking a "heat" with a pyrometer for positive control at Bethlehem Steel's Sparrows Point plant ...The second largest producing plant in the world.

"STEEL Is Where You Find It, Podner" —and you usually find it at McCormick

Carbon and alloy steel have been harder to find than the proverbial needle in the haystack. At McCormick we stock the products of ten major producers of carbon and alloy steel. Through the past crisis we were able to supply many of our customers' needs, giving added effort to keep critical operations going. Our supplies are again approaching normalcy, and we believe we can answer your needs with our constant quick and dependable service. If we have served you, you know this to be true. If we haven't served you, give us a call and let us prove it.

OPERATING IN THE SOUTHWEST FROM HOUSTON AND LUBBOCK

MCCORMICK STEEL COMPANY STEEL WAREHOUSE

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DALLAS



COMMISSARY SERVICE COMPANY

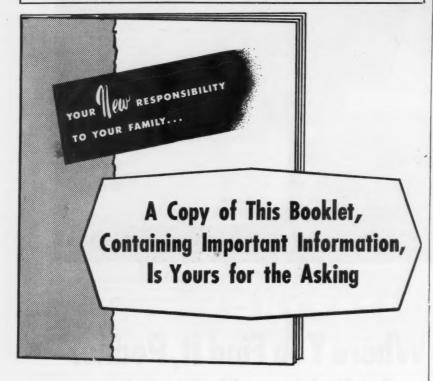
Industrial Caterers

Operators of In-Plant
Cafeterias, Restaurants and Canteens

Dallas Representative
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Dallas, Texas

General Offices
BUICK-OLDSMOBILE-PONTIAC
ASSEMBLY PLANT
KANSAS CITY, KANS.

KANSAS CITY



Whether you have property of \$5,000 or \$1,000,000 the suggestions in this brochure deserve your careful consideration — NOW.

Your request that a copy be mailed to you will not obligate you in any way.

Simply drop us a letter — or telephone us asking for a copy.

TRUST DEPARTMENT



"Oldest Trust Department in Dallas"



Estate Council Head

Attorney Felix Atwood has been elected president of the Dallas Estate Council. Other officers chosen were L. E. Lovinggood, vice president; Arthur H. Drebing, vice president; Raymond Campbell, Jr., treasurer, and Gerald J. Hennessey, secretary.

ROY McKINNEY, advertising manager of the *Times Herald*, has been elected vice president of the Midwest Newspaper Advertising Executives Association.

COLONEL HERBERT D. VOGEL, U. S. Army engineer for the southwestern division, whose offices are in Dallas, has been named a member of the Mississippi River Commission.

New officers of the Cactus Opera Group are DEANE KING, president; ROBERT G. NEWELL, vice president; MARIAN MORRISON, secretary; DAVID A. WOLFE, treasurer, and DORIS COMSTOCK, musical director.

MISS DUSTY BREWER is president pro tem of the Workshop Players, succeeding BILL STEENBERGEN, who retired.

RAY SIEGLE has been named head of the Dallas branch office of the Hoover Company. He joined the company as a salesman in 1925.

JAMES H. YOUNG has been appointed manager of the Western Auto Supply Store No. 1 at 2100 Commerce Street.

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Western Union Manager

Walter W. Semingsen, who started his Western Union career as a messenger boy in Great Falls, Montana, back in 1917, has been appointed general manager of the company's Gulf Division covering an eight-state area with headquarters in Dallas. He succeeds L. A. Swensen. For the last two decades, Mr. Semingsen has worked in the New York headquarters of the company in various top positions.

CURTIS H. CADENHEAD of Haskins & Sells, certified public accountants, has been named to the council of the American Institute of Accountants. He is immediate past president of the Texas Society of Certified Public Accountants.

1 1 1

BEN SARGENT has been appointed advertising manager of the Zale Jewelry Company, operator of 40 stores with headquarters in Dallas. He formerly was a member of the *Times Herald* advertising staff.

New manager of the Clover Farm Stores, Lone Star Division, of Dallas is OLIN J. PASCHALL, who has had 13 years of grocery experience with national chains.

J. E. (GENE) HOOKER is new sales representative in Dallas County for Zenith radio and television products, it was announced by Radio City Distributing Company of Dallas.

J. D. CARROLL, JR., a member of the sales staff of Burrus Feed Mills since 1950, has been promoted to the position of assistant sales manager. He joined the firm in 1950.



A NAME YOU CAN COUNT ON

SPARKMAN~BRAND. INC.

MORTICIANS

2115 Ross Avenue

Valional Selected Marticians

STerling 2187



"Serving the Southwest over Forty Years"

HUNTER-HAYES CO.

MONTGOMERY ELEVATORS—ROTARY OILDRAULIC ELEVATORS
PEELLE MOTORSTAIRS—RESIDENCE ELEVATORS

Repairs and Maintenance

DALLAS

AUSTIN

HOUSTON CORPUS CHRISTI SAN ANTONIO LUBBOCK

COMPLETE FILES

For many years, it has been our pleasure to serve patients of many of the most eminent Eye Physicians of this section. We keep a complete file of the thousands of prescriptions for ready reference.

Bring Your Eye Physician's Prescription to us for A-1 Quality Lenses



THOMAS

OPTICAL COMPANY

GROUND FLOOR MEDICAL ARTS • DALLAS

PUT DALLAS

in your Advertising BUDGET for RESULTS in 1953

Send your sales message DIRECT to the Top Buyers on your prospect list in the Nation's Number One Chamber of Commerce Magazine.

Now in its thirtieth year, DALLAS goes direct to Key Executives who control business buying power in the Dallas Southwest.

If your Business Comes from Business—in Dallas—you should have DALLAS in your 1953 Budget. Ask your Agency.

... Put

DALLAS
IN YOUR PLANS
FOR 1953

Call

PRospect 8451

TOM McHALE
Advertising Manager

DALLAS

Business Magazine of America's Number One Region of Opportunity

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Dollors PIONEERS



1006 Briggs Wedver Hackinery Co.

and Supplies

Sanger Bros.

Opened Dallas Store in 1872

69 The Schoellkopf Company

Manufacturers and Wholesale Distributors

72 Waples-Platter Company

White Swan Fine Foods

74 Bolanz & Bolanz

agl Estate and Insurance

75 First National Bank in Dallas

76 Lyon-Gray Lumber Company

Experienced Retailers of Building Materials

78 Ilational Bank of Commerce

Mosher Steel Company

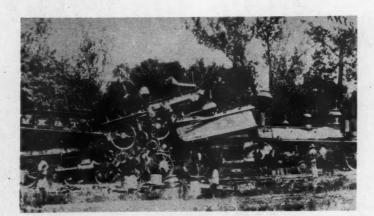
Structural Reinforcing Beel and Machinery Repairs

Austin Brothers
Steel Co.

32 The Egan Company

hiating, Lithographing, and Embossed Labels

Oriental Laundry and Cleaners finer Laundering, Cleaning, and Fur Storage



AT first glance modern readers may interpret the above illustration as a part of a war-time scrap drive. Actually, it pictures one of the first wrecks in Southwest railroad history. It happened on the Katy Railroad in 1873 and involved three locomotives. During that same decade the first rail lines began to open new industrial vistas for Texas and in 1885 the pioneer firm, Mosher Steel Company, began business in Dallas as an iron foundry and machine shop. Classic cast iron store fronts and metal awnings made up a large part of the early business of this firm. During the intervening years scrap iron, steel and the railroads have become increasingly important in Dallas and the Mosher Steel Company has grown to one of the largest steel fabricators in the South. The above illustration is one of the 46 historical pictures appearing in a 312-page book, "The Katy Railroad and the Last Frontier," just published by the University of Oklahoma Press.

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Stern

1898 Lang's Floral & Nursery Co.

The Southwest's Foremost Florists, Decorators, Nursery Landscape Service

1898 The Praetorians

Life Insurance Service

1902 Cullum & Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Good

1903 First Texas Chemical Mfg. Company

1903 Republic Insurance

Writing Fire, Tornado, Allied Lines Inland Marine, and Automobile Insurance

1905 Smith's Detective

And Nightwatch Service
Electrical Protective Service

1907 Tennessee Dairies, Inc. Gold Sool Dairy Produ

1910 Moser Co. Realtors

Industrial and Commercial Leases and Sales

911 Graham Brown Shoe Company

Manufacturing Wholosalers

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

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On our 100th Anniversary

WE COUNT BLESSINGS

of a railroad that is celebrating 100 years of service. There is pride in running a railroad so fundamentally essential that it has grown with and helped to build a vitally important part of the nation. There is also gratitude for the many services that have contributed and are contributing to the Road's usefulness.

We are grateful to the many communities and industrial firms

with whom we have been associated through the years—grateful for their support, and grateful for the opportunity of cooperating with them.

Most of all we are grateful for being a practical part of a great ideal that embodies the dignity of the individual and bases his future development on free enterprise. As that ideal endures we may look forward to another century of service.

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Hampton Road, tells us that his firm has used our Drive-in-Deposit Service daily since its inception in April, 1944. Prior to that, they either parked the car

and walked to the bank, or two men made the trip to town, one circling the block while the other made their bank deposit. Today one man does the banking and he never leaves the car. Drive-in-Deposit service cuts banking time in half, enables him to take care of bank deposits in a matter of minutes; drive right up to the teller's window ... in on Commerce ... out on Main.

MERCANTILE NATIONAL BANK at Dallas

